



**Bowling Green Area Travel Guide**

**2011-12 Advertising Rates  
Hotel Guest Directory & Visitor Guides**

**Exposure to Visitors**

Hotel, Motel, and Bed & Breakfast distribution: 33 locations  
26 with In-Room Directories  
Additional 7 with Custom Lobby Travel Guides

Guest Rooms: 2,418 Annual Average occupancy rate: 60%

Travelers Per day: 2,901 Per Month: 87,030 Per Year: 1,058,865

Exposures for each issue (6 months): 529,432 (average 2 guests per room)

**Economic Impact**

**(Does not include room costs)**

Money spent by guests each day: \$145,050 Money spent by guests each week: \$1,015,350

Money spent by guests each month: \$4,411,937 Money spent by guest each year: \$52,943,250  
(based on guests spending \$50 per day per guest – room expense not included)

**2011-12 Full Color Annual Rates**

**(One Year From Distribution Date)**

Size	Regular Rate	Dimensions (w x h)
Full Page:	\$800	(7 ¼ x 9 ¾)
Two-Thirds Page:	\$700	(7 ¼ x 6 ½) (4 ¾ x 9 ¾)
Half Page:	\$600	(7 ¼ x 4 ¾) (3 ¼ x 9 ¾)
Third Page:	\$500	(7 ¼ x 3) (4 ¾ x 4 ¾) (2 ¼ x 9 ¾)
Fourth Page:	\$400	(7 ¼ x 2 ½) (3 ½ x 4 ¾) (2 ¼ x 7 ¼)
Sixth Page:	\$350	(7 ¼ x 1 ½) (2 ¼ x 4 ¾) (4 ¾ x 2 ¼)
Eighth Page:	\$300	(3 ½ x 2 ¼) (2 ¼ x 3 ½)
Twelfth Page:	\$200	(2 ½ x 2 ½) (1 ½ x 4 ¾)
Text Listing:	\$100 (up to 30 words-free with 1/4 to full page ad) Additional to above for Back Page: \$100 Additional to above for Inside Cover Pages: \$50	



# UNO PUBLICATIONS TRAVELGUIDE

Tel: 270-786-2152 - Cellular: 270-537-5304 - email: col@scrtc.com - P.O. Box 55, Horse Cave, KY 42749

## Advertising Agreement

Subject to the stated terms and conditions on this contract order, please enter our order for advertising in the Travel Guide of: \_\_\_\_\_

Issue Period \_\_\_\_\_ Date/s of Issue \_\_\_\_\_ Invoice/Agreement # \_\_\_\_\_

Advertiser: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ email: \_\_\_\_\_

## Print Advertisement Page Size

Twelfth\_\_ Eighth\_\_ Sixth\_\_ Fourth\_\_ Third\_\_ Half\_\_ Two Thirds\_\_ Full\_\_ Cover:\_\_ Text\_\_

Special Location/Conditions: \_\_\_\_\_

Ad Space Charge: \$ \_\_\_\_\_ Misc: \$ \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

Payment with this Agreement: \$ \_\_\_\_\_ Cash \_\_\_\_\_ Check No. \_\_\_\_\_

Special Terms/Instructions:

## Terms & Conditions

1. Placement requests are not guaranteed. This agreement is non-cancelable by advertiser and advertiser understands the contents of this agreement. Advertiser understands that by signing this agreement, he/she has not relied upon any promise, statement or representation other than as contained herein. The sponsor's request agreement is subject to acceptance and approval by the hotel/motels and publisher. Any articles or ads must meet community standards.
2. Publisher shall not be held responsible for non-publisher related incidents that affect the exposure at the hotel/motels such as due to hotel/motels decisions or conditions. It is understood that the hotel/motels controls and approves advertisers, ad content and presentation of the magazine to allow distribution into hotel/motels. Publisher has the right to modify, resize, or otherwise change advertisement. In the event the hotel/motel does not publish the magazine all money collected will be returned to sponsor without fault to any parties and agreements canceled.
3. Space charges include plate and setup charges as well as the advertising space. Additional production costs necessary to produce the advertisement will be added to the advertising rate as agreed by the advertiser and the publisher. Any production costs and expenses not included in the normal production rate of the advertisement are subject to review and approval by the publisher. Any additional charges will be with the advertiser's approval. Examples may include black and white photo, 4 color or spot color ads, graphics and artwork outsources, etc.
4. Copy or information for composition of ad for advertiser must be provided to publisher. Failure of advertiser to provide advertising copy within 2 weeks of signing the agreement gives the publisher the right to make up appropriate ad for the directory. Publisher has full right to use generic information to design an appropriate ad for advertiser if ad copy is not provided by deadline date to printer.
5. One half payment for advertising charge is expected with advertisement order with balance due within 45 days or with proof approval. Special payment arrangements must be made with approval of the publisher. Upon failure or neglect of advertiser to pay as agreed, the entire unpaid balance of this agreement shall become due and payable immediately and advertiser agrees to pay reasonable fees to collect such amount as incurred by publisher.

Printed Advertiser Name \_\_\_\_\_ Title \_\_\_\_\_

Advertiser Signature \_\_\_\_\_ Date Signed \_\_\_\_\_

Publisher Rep \_\_\_\_\_ Date Accepted \_\_\_\_\_