



INSERTION AGREEMENT AND RATE SCHEDULE THE CIRCUIT

SALES REP _____

BUSINESS NAME _____ BILLING CONTACT _____

PHONE _____ FAX _____ EMAIL _____

BILLING ADDRESS _____

SIGNATURE _____ DATE _____

AD PRODUCT / RATE SCHEDULE

AD SIZE	1x	3x	6x
Front Wrap + Inside Back	\$1,820	n/a	n/a
Center Spread	\$1,595	\$1,495	n/a
<i>Some Like It Hot</i> : Full Page	\$795	n/a	n/a
Back Cover	n/a	n/a	\$775
Inside Back Cover	\$700	\$665	\$625
Inside Front	\$700	\$665	\$625
Opp. Inside Front	\$700	\$665	\$625
Opp. Table of Contents	\$700	\$665	\$625
Page 4 (<i>lefthand front-of-book</i>)	\$700	\$665	\$625
Page 5 (<i>righthand front-of-book</i>)	\$700	\$665	\$625
<i>Sea & Be Seen</i> : Full Page	\$695	\$675	\$655
<i>East/Central/West Region</i> Full Pg.	\$695	\$675	\$655
<i>Masthead</i> : Half Page	\$495	\$475	\$455
<i>Sea & Be Seen</i> : 1/3 Vertical	\$325	\$315	\$305

INTERIOR ADS			
Full Page	\$680	\$650	\$615
2/3 Advertorial	\$600	\$570	\$545
Half Page	\$395	\$375	\$355
Third Page	\$295	\$285	\$275
Quarter Page	\$205	\$195	\$185
Eighth Page	\$135	\$125	\$115

TOTAL \$ _____

DISCOUNT \$ _____

GRAND TOTAL \$ _____

AD SPECS: Camera-ready art accepted: PDF, .JPG, or .TIF. All ads must be CMYK file format at 300 DPI (minimum) at actual size.

BILLING: All advertisers must sign a contract. **FULL PAYMENT IS DUE WITH CONTRACT.** Check or credit card (Visa, MC, Amex, Discover) acceptable for 1x contracts. Credit card ONLY acceptable for 3x and 6x contracts. Credit card number will be kept on file, and amount applied per issue. **No Agency Discounts.**

5% DISCOUNT: Additional 5% DISCOUNT applied to multi-issue contracts (3x and 6x) that pay up front with contract in one lump sum.

AD DEADLINE: Contracts due (FAX to 235-2301) by 15th of the month prior to issue date. Artwork must be received via email to your sales rep by the 15th of the month prior to issue date. **NEW ART-WORK:** New artwork may be used for each issue; advertiser must send new art to ad rep by the 15th of the month prior to issue date.

2/3 ADVERTORIAL:

- Advertiser to provide contact info, logo & copy (200 words in a Word doc or body of email).
- Advertiser to provide 1 to 3 high resolution photos.
- Creative Design: PCB Chamber to design ad within Circuit style standards. Two ad proofs will be sent for Advertiser's approval: each add'l proof is billed to Advertiser at \$25 (check or CC; pre-paid).
- All Advertorials will be created ONLY for *The Circuit* magazine, and may not be used in any other publication.

AD DESIGN: If you need an ad designed for *The Circuit*, the Beach Chamber will provide a Preferred Designer List to you; designers bill at \$75 per hour for ad design.

• CHECK AD SIZE:

[] FRONT COVER WRAP [] FULL PG [] 2/3 PG [] 1/2 PG VERT.
 [] 1/2 PG HORIZ [] 1/3 SQ. [] 1/3 VERT [] 1/4 PG [] 1/8 PAGE

• CIRCLE STARTING ISSUE: JAN/FEB MAR/APR MAY/JUN JUL/AUG SEP/OCT NOV/DEC

• LENGTH OF TIME TO RUN AD: [] 6 ISSUES [] 3 ISSUES [] 1 ISSUE

♦ PAYMENT (please check one): CREDIT CARD CHECK Credit Card # _____

♦ MAKE CHECKS PAYABLE TO: EXP: _____
 Panama City Beach Chamber of Commerce, 309 Richard Jackson Boulevard, Ste 101, Panama City Beach, Florida 32407
 (850) 235-1159 Fax: (850) 235-2301 www.PCBeach.org