

ARTS ADVISORY BOARD

Governing Body: Arts Advisory Board

Date of Meeting: October 27, 2022

Time of Meeting: 6:00 P.M.

Place of Meeting: Boone Municipal Airport Conference Room

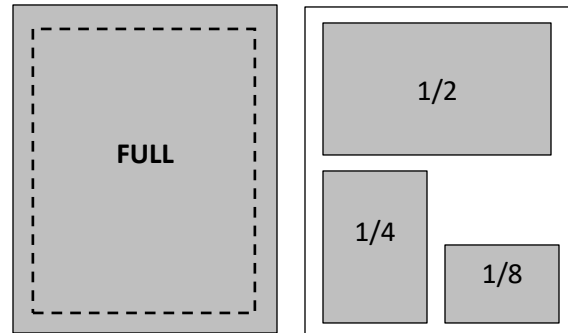
1. Call Meeting to Order.
2. Roll Call.
3. Approval of Agenda.
4. Overview.
 - A. CVB – Visitor Guide Ad.
 - B. Set/Approve Budget for Holiday Celebration.
5. Other Business.
6. Motion to Adjourn.

AD SPEC SHEET OPTIONS

Boone County Visitors Guide



| Visitors guide Ad Size | Width | Height |
|--------------------------------|---------------|----------------|
| FULL PAGE (with bleeds) | | |
| Live Area | 7.875" | 10.375" |
| Ad Size | 8.625" | 11.125" |
| ADDITIONAL SIZES | | |
| ½ Page | 7.500" | 4.875" |
| ¼ Page | 3.625" | 4.875" |
| ⅛ Page | 3.625" | 2.375" |



Publication trim size is 8 3/8" x 10 7/8"

2-page spread trim size and bleed size available upon request.

--- Live Area (Your text must live within a .375" margin from each edge of the ad to avoid getting cut off)

— Full Ad Size listed above includes .125" bleed

PRESS-READY ART & MECHANICAL REQUIREMENTS

- Macintosh format preferred
- Press Ready PDF files preferred, with all type outlined and artwork embedded. PDF files must be high resolution (300 dpi), CMYK and built to the exact ad dimensions (no crop marks, info slugs or other extraneous non-ad material)
- Bleed available only on full page ads
- On full page ads, all type and other live matter not intended to bleed, must be held within live area. Allow .125" trim on all bleed edges
- Additional Acceptable formats include:
 - In Design with EPS/TIFF support files
 - High resolution (300 dpi) Illustrator and Photoshop files
- No nested files, such as separations placed in Illustrator
- No spot colors, all colors must be CMYK
- Files names MUST contain advertiser name or abbreviation
- Please use proper three-letter extension on all file names
- Microsoft Publisher or Word files are NOT accepted for professional print
- DO NOT provide images pulled from client's websites, Google images, etc.

DEADLINES

Advertising Agreement & Money: **October 21, 2022**

***Mail ad materials to**

OR email to:

Ad Design: **October 28, 2022**

Boone County CVB

kris@visitboonecounty.com

Publication Date: **January 6, 2023**

1827 217th Road

Boone, IA 50036

TERMS & CONDITIONS

Payment will be due on or before October 21, 2022. **Ads NOT PAID IN FULL before October 21, 2022 will NOT be included in the Visitors guide. Ad placement not guaranteed.**

Boone County CVB reserve the right to refuse advertisement based on content or quality of production and assume no liability for statements or claims made in advertising copy. We also reserve the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

ADVERTISING AGREEMENT

Boone County Visitors Guide



Date _____

Company Name: _____ Contact Name: _____

Address: _____ City: _____

State: _____ Zip: _____ Email: _____

Phone: _____ Website: _____

Return signed ad agreement to kris@visitboonecounty.com

| VISITORS GUIDE AD RATES | | | |
|--|--------------------------------|---------------------------------|---|
| INSIDE PAGES | Member | Non-Member | Discount if paid in full before 10/7/22 |
| <input type="checkbox"/> Full Page | <input type="checkbox"/> \$700 | <input type="checkbox"/> \$950 | <input type="checkbox"/> \$650 |
| <input type="checkbox"/> ½ Page | <input type="checkbox"/> \$450 | <input type="checkbox"/> \$700 | <input type="checkbox"/> \$400 |
| <input type="checkbox"/> ¼ Page | <input type="checkbox"/> \$325 | <input type="checkbox"/> \$575 | <input type="checkbox"/> \$275 |
| <input type="checkbox"/> ⅛ Page | <input type="checkbox"/> \$275 | <input type="checkbox"/> \$525 | <input type="checkbox"/> \$225 |
| PREMIUM PAGES | Member | Non-Member | Discount if paid in full before 10/7/22 |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> \$850 | <input type="checkbox"/> \$1150 | <input type="checkbox"/> \$800 |
| <input type="checkbox"/> Inside Facing Front | <input type="checkbox"/> \$850 | <input type="checkbox"/> \$1150 | <input type="checkbox"/> \$800 |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> \$825 | <input type="checkbox"/> \$1125 | <input type="checkbox"/> \$775 |
| <input type="checkbox"/> Inside Facing Back | <input type="checkbox"/> \$800 | <input type="checkbox"/> \$1100 | <input type="checkbox"/> \$750 |

I will submit my completed ad within 15 days of the signed agreement.

BOONE COUNTY CVB PROVIDES THE FOLLOWING AD DESIGN SERVICES:

Ad Design/Redesign - \$38: All new ad design, resizing of an existing ad or significant revisions to an existing ad.

Minor Ad Update - \$10: Minor changes to an existing ad that is available in an editable format. Minor revisions would include simple text changes to an editable copy.

Boone CVB changes are often not minor and will be treated on a case by case basis. Boone CVB will decide if requested edit is possible based on provided art.

PAYMENT TYPE

Cash Check Credit Card
 Mastercard Visa Discover

Name on Card _____
 Credit Card Number _____
 Expiration _____ CVS 3 Digit _____

AD PLACEMENT NOT GUARANTEED.

FILL OUT AND RETURN TO BOONE COUNTY CVB:

1827 217th Road
 Boone, IA 50036
 or email to kris@visitboonecounty.com

SEND PAYMENT & MAKE CHECKS PAYABLE TO:

Boone County CVB
 1827 217th Road
 Boone, IA 50036

PAYMENT TYPE

Base Ad Rate: + \$ _____
 Ad Design Cost (if any) + \$ _____
TOTAL: = \$ _____

Additional Instructions: _____

Authorized By: _____ Title: _____

Signature: _____ Sales Rep: Kris Blocker, CVB Director