



# MARCH BREAK & MAPLE SYRUP CO-OP AD OPPORTUNITY

## LIMITED SPACES AVAILABLE – ACT QUICKLY

This March, York Durham and Headwaters invite visitors from all over Ontario and beyond, to explore our regions to get a true taste of winter fun. **On March 8, 2018**, you are invited to participate in a double page spread in the Globe and Mail. Participants must promote one of the following: family activities and programs, March break programs, Maple syrup events, Winter fun, March break getaways or festivals & events. Space is limited and subject to availability.



YORK  
DURHAM  
HEADWATERS  
ONTARIO'S CENTRAL COUNTIES

**COST TO PARTICIPATE: \$625**

PUBLICATION DATE  
MAR. 8, 2018

GLOBE AND MAIL  
READERSHIP  
663,000

THEME: MARCH BREAK  
AND MAPLE SYRUP

SPOTS AVAILABLE  
8

AD SIZE: ¼ PAGE  
(SPECS ATTACHED)

PLEASE EMAIL YOUR  
COMPLETED CONTRACT TO  
[SBOYLE@CENTRALCOUNTIES.CA](mailto:SBOYLE@CENTRALCOUNTIES.CA)

PLEASE NOTE: ADVERTISERS  
MUST BE REGISTERED WITH  
CENTRAL COUNTIES TOURISM AND  
BE PROMOTING MARCH BREAK  
AND/OR MAPLE SYRUP EVENTS.

BOOK BY  
FEB 12, 2018

MATERIAL DUE  
FEB 23, 2018

# SALES CONTRACT

Tourism Organization:	
Authorized Contact Person:	
Address (City/Province/Postal Code):	
Telephone:	Email Address:
<b>Cost Per Ad: \$625.00</b>	
Total Cost:	

## REQUIRED SPECS:

- Ads must be 4" wide x 5.5" high (trim size)
- Bleed not required but artwork is welcome to run flush to trim edge
- Please include crop marks
- File formats accepted: JPG, TIFF, PDF
- Resolution for newsprint: 266 dpi
- CMYK colour profile only (do not include PMS colours). We recommend that fonts be converted to outlines prior submission.
- Due to space limitations, not all requests will be granted.
- Please note the top third of the layout is dedicated to supporting text and images.

**Please email final artwork to: [sboyle@centralcounties.ca](mailto:sboyle@centralcounties.ca)**

Tourism Organization: \_\_\_\_\_

Authorized Contact: \_\_\_\_\_

Signature: \_\_\_\_\_

Total Amount Owing: \$ \_\_\_\_\_

Please scan and email this page to: [sboyle@centralcounties.ca](mailto:sboyle@centralcounties.ca)

## TERMS OF THE AGREEMENT

1. As the Advertiser, I understand that by signing and returning this Sales Contract, I am committing to purchase (if available), this program opportunity, and that should materials not be submitted for this program, I am still liable for all charges noted in the Sales Contract.
2. The Advertiser's account must be in good standing with CENTRAL COUNTIES TOURISM before the Advertiser can participate in any new CENTRAL COUNTIES TOURISM programs.
3. A completed copy of the Sales Contract must be scanned and emailed to CENTRAL COUNTIES TOURISM's Finance Department. Space is limited. Advertisers will be accepted on a first-come basis. The Publisher, Central Counties Tourism (RTO 6) may cancel any advertisement without notice in order to accommodate pagination. The Publisher will issue the Advertiser a cheque for the full amount paid for advertising space (no interest shall be accrued).
4. Payment in full (including applicable taxes) along with a copy of the Sales Contract is due within 30 days of receipt of invoice. Any bookings not fully paid will be subject to cancellation without notice.
5. Cancellations are not accepted after CENTRAL COUNTIES TOURISM receives Advertisers' signed Sales Contract.
6. Payment will not be refunded if Advertiser materials are not received by the materials deadline.
7. The Publisher may, at any time and for any reason, reject or cancel any advertisement, without limitation, even if similar advertising was previously accepted.
8. The Publisher assumes no liability for errors or omissions.
9. If advertising bears a resemblance to editorial material, the Publisher reserves the right to insert the word "advertisement" or "advertorial" at the top of the ad, without the consent of the advertiser.
10. Any condition in an Advertiser's contract, Sales Contract, purchase order or the like, from an advertiser or agency that varies from the terms contained here in shall not be binding to the Publisher.
11. Materials may not be changed after submission except at the discretion of the Publisher. No material will be changed after the materials deadline date.
12. Advertising orders are accepted subject to: acts of God, work stoppage, accidents, fires or other occurrences outside the Publisher's control. The Publisher shall not be subject to any liability for failure to circulate or publish any or all of an issue due to any of these events.
13. The Publisher cannot guarantee specific layout positioning, but will consider any requests for position subject to availability. However, any commitment, whether verbal or in writing, made by the Publisher in this regard is non-binding. The Publisher has the absolute final right to determine layout positioning.
14. The advertiser agrees not to make any claims or statements in the advertising that would in any way imply endorsement by the Publisher.
15. Advertisements are accepted and published on the representation of the Advertiser or agency that they are authorized to publish the subject matter, copy and graphics. The Advertiser and/or agency, in consideration for publication of the advertisement, agree jointly and severally, to indemnify and hold harmless the Publisher from any liability, loss and expense, including court costs and attorney fees, arising out of the publication of the advertisement. Such indemnification shall include (but is not limited to) any claim or lawsuit for libel, plagiarism, copyright or trademark infringement, invasion of privacy, or any other claim that derives from the content.
16. The Publisher reserves the right to unilaterally alter, delete or exclude copy or any element of advertising, without consent of the Advertiser, which is, in the sole opinion of the Publisher, misleading, in poor taste, adverse to the public interest, or otherwise inappropriate or incompatible with the policies of the Publisher. The Publisher, in spite of this, accepts no liability whatsoever including loss of profit, even in the event of an error on the part of the Publisher.
17. Advertising agencies agree to pay all charges for advertising placed through their order, even in the event that the Advertiser makes no payment. The Publisher has the authority to hold both the Advertiser and the agency jointly or severally liable for such monies due and payable to the Publisher. In the event of non-payment of final amount by the booking deadline, the advertisement will not be run and any deposits not returned.
18. Failure to publish the advertising cancels the Sales Contract. In this event any payment will be returned, but the Advertiser agrees that this does not constitute breach of contract.
19. The Advertiser acknowledges and agrees that circulation estimates are historically derived, and that the Publisher does not guarantee circulation will be exactly as estimated. Actual circulation may be more or less than estimated.
20. For print, ads with clip-out coupons will not be accepted.