



CENTRAL COUNTIES TOURISM

CCT ADVERTISING OPPORTUNITIES – ULTIMATE FALL & HARVEST ADVENTURES

BRANDED CO-OP 2 FULL PAGE ADS IN THE GLOBE AND MAIL -

AUGUST 24, 2019 - 8 1/4 PAGE ADS AVAILABLE (SEE SPECS)

CONTENT THEMES: FALL CULINARY ACTIVITIES, SMALL TOWN FALL FUN,
HARVEST FESTIVALS AND EVENTS

BOOKING DEADLINE

AUGUST 5, 2019

MATERIAL DUE

AUGUST 12, 2019

ABOUT THE ADVERTISEMENT:

The Globe and Mail readers love to travel and Ontario's tourism industry has a lot to offer them. To inform these excited travellers about all of our the incredible places to go and things to see this fall in York, Durham and Headwaters, CCT is placing a double, full page spread in The Globe and Mail on August 24th! This eye-popping ad will feature ULTIMATE FALL ADVENTURES in our regions with a focus on farmers' markets, fall/harvest events & festivals, small town fun, culinary destinations and more.

DISTRIBUTION:

953,000 readers on Saturday August 24th, 2019

ADDITIONAL COVERAGE:

Events and businesses will be featured on yorkdurhamheadwaters.ca. Please ensure your attractions, events, festivals, farmers' markets and shopping locations are updated and uploaded.

SALES CONTRACT

Tourism Organization: _____

Authorized Contact Person: _____

Address (City/Province/Postal Code): _____

Telephone: _____

Email Address: _____

Ad Cost: \$799.00

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 newspaper: 266 dpi
- CMYK colour profile only (do not include PMS) colours.
- We recommend that fonts be converted to outlines prior to submission
- Due to space limitations, not all requests will be granted
- Please note the top third of the layout is dedicated to supporting texts and images

To book, please send your signed contract and final art work to eborandeh@centralcounties.ca. Space is limited. All successful participants will receive a confirmation email.

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.