



September 10-12, 2010  
skate resort surf wake sup wind souvenir boutique swim

# Onsite Show Directory Ad Contract

### 1) PLEASE FILL OUT THE FOLLOWING INFORMATION EXACTLY AS YOU WOULD LIKE IT TO APPEAR IN ALL SHOW DIRECTORIES.

COMPANY \_\_\_\_\_ PHONE NUMBER(S) \_\_\_\_\_

ADDRESS \_\_\_\_\_ FAX NUMBER \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROV \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_

COMPANY / PRODUCT WEBSITE \_\_\_\_\_ BOOTH NUMBER \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ CONTACT EMAIL (WILL NOT BE DISTRIBUTED) \_\_\_\_\_

### 2) INDICATE SIZE & RATE

#### SIZES

- FULL PAGE W/ BLEED  
4.5"W x 11.25"H
- HALF PAGE NO BLEED  
3.65"W x 5.25"H

#### RATES

- BACK COVER, COLOR (\$2,500)
- INSIDE COVER, FULL PAGE COLOR (\$2,100)
- INSIDE COVER, HALF PAGE COLOR (\$1,050)
- FULL PAGE, BLACK & WHITE (\$1,600)
- HALF PAGE, BLACK & WHITE (\$800)

### 3) AD FEE CALCULATION TABLE

RATE PER AD \$ \_\_\_\_\_

Additional Options

Specified Position — add 10% (\$55 for half page; \$110 for full page) \$ \_\_\_\_\_

NET PER AD \$ \_\_\_\_\_

Special instructions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\* *Deadline for September 2010*

*Ad Materials*  
AUGUST 25, 2010

**Copy Acceptance:** Surf Expo reserves the right to accept or reject advertising copy which is deemed objectionable.

**Payment Policy:** Publisher holds advertiser and/or its advertising agency jointly and separately liable for funds due and payable to the publisher. Rates above are per ad, per issue, unless otherwise indicated on this contract. Failure to keep your account current will result in exhibit space cancellation. All accounts must be paid in full prior to subsequent show opening.

**Cancellation:** Written notice of cancellation must be received 30 working days prior to materials deadline. If advertiser does not supply acceptable material by materials deadline, publisher will run advertiser's name and address as copy. In case of ads running on a frequency schedule, publisher will repeat last ad. Cancellation of frequency contract will result in adjustment to appropriate frequency rate. Any and all liability of publisher shall be limited to amount of any bill rendered by publisher for preparation and publishing on material herein.

**Advertising Responsibility:** Once the contract for space reservation has been signed, advertiser is responsible for meeting all ad materials deadlines and payment of space. The publisher is not responsible for mistakes when materials are received after deadline. Advertiser and advertising agency assume liability for all content of advertisements printed. Booth numbers in listings and ads are recorded as accurately as possible at the time of printing. Surf Expo will not be held responsible for incorrect booth numbers or listings. All advertising materials are subject to a possible prepress charge.

Fax contracts to 678-781-7920. Submit materials online at [www.surfexpo.com](http://www.surfexpo.com) or email to [jknowles@surfexpo.com](mailto:jknowles@surfexpo.com).

By signing this contract I have read and understand the above information.

4) SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

PRINT NAME \_\_\_\_\_ TITLE \_\_\_\_\_