



A tour of private homes
to benefit Historic Salem, Inc.

Preview: Fri., December 2 5:30 PM to 8:30 PM
Tour days: Sat., December 3 10:00 AM to 4:30 PM
Sun., December 4 11:30 AM to 4:30 PM

**2011 CHRISTMAS IN SALEM HOUSE TOUR GUIDEBOOK
ADVERTISING CONTRACT**

Historic Salem, Inc. is pleased to offer a 10% discount to all advertisers who return a signed contract with
payment by

FRIDAY, AUGUST 12, 2011

Please sign, date, and return this contract with your advertising copy and check made payable to:
Historic Salem, Inc., P.O. Box 865, Salem, MA 01970

NO LATER THAN

FRIDAY, SEPTEMBER 9, 2011

Historic Salem, Inc. agrees to print the advertisement of the undersigned
in its *Christmas in Salem* Guidebook:

Contact: _____ Phone: _____

Advertiser: _____ Fax: _____

Address: _____ Email: _____

Advertisement Size

- Cover (Inside Front or Back) 4 5/8" W x 7 1/2" H \$500.00 (includes two tickets)
- Full Page 4 5/8" W x 7 1/2" \$300.00 (includes two tickets)
- Half Page 4 5/8" W x 3 5/8" H or 2 1/4"W x 7 1/2" H \$175.00 (includes one ticket)
- Quarter Page 4 5/8" w x 1 3/4" H or 2 1/4" W x 3 5/8" \$100.00
- Rack Card Listing + Quarter Page Program Book Ad \$150.00

Advertiser's Instructions

- Repeat last year's copy as attached
- Repeat last year's copy with changes noted on attached ad
- New copy attached
- New copy to be delivered on or before **Friday, October 7th**

Extra charges - Set-up charges for any changes to be prepared by printer to old or new copy will be at cost to advertiser, \$50 minimum.

Copy deadline - ALL copy **MUST** be received by **Friday, October 7th**

- Paid ads that do not submit copy will either run previous year's ad, if applicable, or insert advertiser's name and address in space.
- Unpaid ads that do not submit copy will not appear in the book

Artwork: Delivered in electronic format (jpg, eps, pdf preferred, .doc accepted).

By e-mail to: emily_udy@yahoo.com AND info@historicsalem.org

Or on a CD mailed to Historic Salem/Christmas in Salem, P.O. Box 865, Salem, MA 01970

- Black and white camera ready art in correct proportions may be submitted for scanning, but the quality of the final print is not guaranteed.
- Artwork must be in the correct dimensions and orientation (horizontal and vertical)
- Should artwork not be submitted in the correct proportions, Historic Salem, Inc./ *Christmas in Salem* reserves the right to adjust ad to meet space requirements.

Darleen Melis 5/11/10 9:06 PM
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If you would prefer to use **VISA or MASTERCARD**, please provide the following information:

Type of card: _____

Name on card: _____

Card number: _____

Expiration date: _____

Authorized signature: _____

Date: _____

Advance tickets: May be purchased at either by contacting
Historic Salem, Inc. at 978-745-0799 or
online at www.christmasinsalem.org, as of **October 15, 2011**.

Thank you.

Historic Salem, Inc. appreciates your support.