

# POLO AT THE POINT 2011



Check out 2010's online virtual magazine at [poloatthepoint.com](http://poloatthepoint.com)

## 2011 Program Insertion Order and Ad Contract

We hereby authorize Point Clear Charities to publish the advertising of:

Advertiser \_\_\_\_\_

Advertising Agency \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Contact Name/Title \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Email/website \_\_\_\_\_

**Technical Specifications:** The 2011 POLO AT THE POINT Program is printed full color in an 8.5" x 11" keepsake booklet. An online virtual magazine of the program with links to the advertisers' websites is published year-round at [www.poloatthepoint.com](http://www.poloatthepoint.com). **Digital Ad Specifications:** PDF Preferred File Formats: PDF/X-1a, High Resolution PDF (300 dpi, CMYK, all fonts embedded, no graphic downsampling, no security) with a laser proof. Ads may be submitted on CD or DVD or transferred by e-mail to [info@mercymedical.com](mailto:info@mercymedical.com) if under 5 MB. **Deadlines, Reservations & Conditions:** The POLO AT THE POINT Program is published once a year. Advertising deadline is **September 20, 2011**. We reserve the right to censor, revise, change, alter or reject all submissions. Cancellations for ads must be received in writing at least 90 days prior to publication date. Point Clear Charities, Inc. reserves the right to bill for reserved advertising space if ad material is not received by the deadline and/or if a cancellation is received fewer than 90 days prior to publication date. A 10% administration fee will apply.

**Early Payment Discount:** As an incentive for advertisers, a 10% discount will be applied if you pay in full and have your ad submitted by **September 1, 2011**. For ads other than camera ready, creative and set-up fees may apply. Please check ad format:

**Need Ad Design**

**Camera Ready**

**Deadlines:** Reservation for ad placements, ads and payments are due by **September 20, 2011**. Payments received after September 20, 2011 are subject to a late fee.

### PAYMENT METHODS:

Payments must be received by September 20, 2011.

**CHECK**

Made payable to: Point Clear Charities

**Credit/Debit Card**

VISA  MasterCard  American Express

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature Panel Code \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Please specify quantity of ads, and check ad size and color:

\_\_\_\_\_ **Full Page Ad** (7.5w x 10h) includes virtual magazine ad & link

Color - \$700.

Color - \$630. 10% early payment discount

Black/white - \$500.

Black/white - \$450. 10% early payment discount

\_\_\_\_\_ **Half Page Ad** (7.5w x 4.875h) includes virtual magazine ad & link

Color - \$450.

Color - \$405. 10% early payment discount

Black/white - \$350.

Black/white - \$315. 10% early payment discount

\_\_\_\_\_ **Quarter Page Ad** (3.625w x 4.875h) includes virtual magazine ad & link

Color - \$250.

Color - \$225. 10% early payment discount

Black/white - \$200.

Black/white - \$180. 10% early payment discount

**Unable to advertise but would like to make a donation at this time.**

\$ \_\_\_\_\_ Donation

Your signature acknowledges that you have read the deadlines, reservations and conditions for advertising in the 2011 POLO AT THE POINT Program. Please mail original to PCC. **This form serves as receipt for your tax deductible contribution.**

Advertiser Signature \_\_\_\_\_

Date \_\_\_\_\_

Sales Rep Signature \_\_\_\_\_

Date \_\_\_\_\_

This insertion order is legally binding. Cancellation of order will only be permitted if submitted to Point Clear Charities in writing 90 days prior to published closing date.



**TAX ID 63-1070139**

P.O. Box 1178

Point Clear, AL 36564

ph 251-621-4464 fx 251-621-4845

[www.poloatthepoint.com](http://www.poloatthepoint.com)

**White Copy:** PCC Billing  
**Yellow Copy:** PCC Advertising  
**Pink Copy:** Customer