

# 2017 ROCKPORT MAP

## ADVERTISING CONTRACT

10% Discount with minimum 50% payment by October 31, 2016  
(with payment in full by 12/31/16)



### Rockport Visitors Map & Guide

- Full color Rockport map
- Includes highlights of Rockport, calendar of events, display ads
- 75,000 copies printed
- Distributed on Cape Ann and Boston-area hotels, restaurants and attractions, all visitor centers on Cape Ann plus Rt. 128 in Beverly and Salisbury Visitor Center on I95, I495 Corridor, Major events including Topsfield Fair
- Mailed upon request to visitors around the country
- Also available as a PDF online

### Business Listings

**Standard Listing (\$150/\$200)** – Includes business name, address, phone, email and website

**Enhanced Listing (\$250/\$300)** – Extra description (up to 15 words) of your business included in your listing, entire listing highlighted

#### Basic Listing (sample)

**Rockport Visitor Center**  
170 Main Street, Rockport, MA  
(978)546-9372  
rockportbooth@capeannchamber.com  
rockportusa.com

#### Enhanced Listing (sample)

**Rockport Visitor Center**  
170 Main Street, Rockport, MA  
(978)546-9372  
rockportbooth@capeannchamber.com  
rockportusa.com  
Open seasonally from mid-May to October to guide visitors to Rockport's businesses and attractions.

### Rockport Visitors Map & Guide

	Basic Listing	Enhanced Listing	Display Ad	Premium Display Ad
<b>General Pricing</b>	\$200	\$300	\$800	\$1,250
<b>Member Pricing</b>	\$150	\$250	\$750	\$1,200

### Combination Pricing Discounts

**\*\* Double Play - 10% Off Ad Package Total**

When you purchase a listing in the Rockport Visitors Map & Guide and the Cape Ann Map.

## Basic Listing Business Information

Business Name: \_\_\_\_\_  
Category:  Accommodations  Attractions  Dining  Galleries  Services  Shops  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Primary Phone: \_\_\_\_\_  Toll Free # or  Fax# or  Cell#: \_\_\_\_\_  
Business Email (no personal emails please): \_\_\_\_\_  
Website: \_\_\_\_\_

## Enhanced Listing Text (up to 15 words)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Calculate Costs & Payment Options

<input type="radio"/> Basic Listing	\$ _____	_____
<input type="radio"/> Enhanced listing	\$ _____	_____
<input type="radio"/> Display Ad	\$ _____	_____
<input type="radio"/> Premium Display Ad	\$ _____	_____
<input type="radio"/> Combination Discount	\$ _____	_____
<b>Total</b>	\$ _____	_____

Check Enclosed  Credit Card Card-Holders Name: \_\_\_\_\_  
 Visa  MasterCard  Discover  American Express Card Number: \_\_\_\_\_  
Expires: \_\_\_\_\_ Billing address: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_  
Security Code (from back of card): \_\_\_\_\_

Agreed: \_\_\_\_\_ Date: \_\_\_\_\_

### Display Ad Information

ADS THAT DO NOT CONFORM TO SPECIFICATIONS will be returned to the advertiser/agency for correction at advertiser's expense, if time allows; otherwise, corrections will be made in-house and advertiser will be billed for production. These charges are in addition to the cost of contracted ad space. If desired, brochure designer will create artwork, billed to advertiser at the rate of \$75/hour.

Please select method of ad submission:  electronically via email or FTP  on enclosed CD  Flashdrive

### Disclaimer

The Cape Ann Chamber of Commerce (CACC) shall in no event be liable for direct, indirect, special, incidental, contingent or consequential damages resulting from any errors or omissions in the publication, described as the Cape Ann Chamber of Commerce 2016 Rockport Visitors Map & Guide and 2016 Rockport Walking Guide, including damage from loss of business or loss of goodwill. The aforementioned applies even if the CACC has been advised of the possibility of such damages. By signing this agreement, I agree that the CACC shall have no liability arising out of the contract for negligence or for errors or omissions, in excess of the cost of my ad. Any written or oral information or advice given by the CACC will in no way increase the scope of this warrantee, nor may I rely on such oral or written communication. The laws of the Commonwealth of Massachusetts shall govern this agreement.