

Check out 2014's online virtual magazine at poloatthepoint.com

# 2014 POLO AT THE POINT

Saturday, October 18, 2014



## 2014 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 2014 POLO AT THE POINT Program will become a treasured keepsake. Printed in full color, the 8.5" x 11" program also will be an online virtual magazine with links to the advertisers' websites 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 [c.mace@mchsi.com](mailto:c.mace@mchsi.com) if under 5 MB. **Deadlines, Reservations & Conditions:** The POLO AT THE POINT Program is published once a year. Advertising deadline is **September 8, 2014**. 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, 2014**. 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 22, 2014**. Payments received after September 22, 2014 are subject to a late fee.

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

- \_\_\_\_\_ **Full Page Ad** (7.5w x 10h) includes virtual magazine ad & link
  - Color - \$750.
  - Color - \$675. 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 - \$500.
  - Color - \$450. 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

**PAYMENT METHODS:**

Payments must be received by September 22, 2014.

- \_\_\_\_\_ **CHECK**  
Made payable to: Point Clear Charities
- \_\_\_\_\_ **Credit/Debit Card**  
\_\_\_\_\_ VISA \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express

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

Expiration Date \_\_\_\_\_ Signature Panel Code \_\_\_\_\_

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

Your signature acknowledges that you have read the deadlines, reservations and conditions for advertising in the 2014 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.



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

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