



USA TRAVEL GUIDE

PUBLISHED BY SMALL WORLD PUBLICATIONS

Advertising Insertion Order Form
* SPECIAL EDITION*

Invoice Information

Client: _____
 Contact: _____
 Address: _____
 Address2: _____
 City, St. Zip: _____
 Phone: _____
 Fax: _____
 Email: _____

Invoice notes:

Advertiser Information

Client: _____
 Contact: _____
 Address: _____
 Address2: _____
 City, St. Zip: _____
 Phone: _____
 Fax: _____
 Email: _____

Ad Materials Contact Information

Contact: _____
 Agency: _____
 Email: _____
 Phone: _____

	Full-Page - includes four months display advertising on all six <i>DiscoverAmerica.com</i> sites and a four month "Great USA Escapes" email marketing campaign.	Half-Page - includes three months display advertising on all six <i>DiscoverAmerica.com</i> sites and a three month "Great USA Escapes" email marketing campaign.	Quarter-page - includes two months display advertising on all six <i>DiscoverAmerica.com</i> sites and a two month "Great USA Escapes" email marketing campaign.	Sixth-page - includes one month display advertising on all six <i>DiscoverAmerica.com</i> sites and a one month "Great USA Escapes" email marketing campaign.	Total
European - English 250,000 copies	\$13,500	\$7,900	\$5,750	\$3,900	
German 250,000 copies	\$13,500	\$7,900	\$5,750	\$3,900	
North America - English 100,000 copies	\$7,900	\$4,500	\$3,250	\$1,900	
French 100,000 copies	\$7,900	\$4,500	\$3,250	\$1,900	
Italian 100,000 copies	\$7,900	\$4,500	\$3,250	\$1,900	
Japanese 100,000 copies	\$7,900	\$4,500	\$3,250	\$1,900	
Spanish - Mexico & Spain 100,000 copies	\$7,900	\$4,500	\$3,250	\$1,900	
Notes:	Subtotal:				
	Discount:				
	Total:				

Please sign below to confirm your order, and that you have received, read, and agreed to Small World Publications's Terms & Conditions.

Signature: _____ **Date:** _____
Print name: _____ **Title:** _____
SWP Rep: _____ **Date:** _____

Fax or mail this insertion order to: Small World Publications, 12715 Bel Red Road, Suite 110, Bellevue, WA 98005, tel 425.289.3462, Fax 425.454.1666. For production questions or extensions, contact: Kristi Agren, tel 425.289.3467 or email kristi@smallworldpublications.com.

ADVERTISING CONTRACT AND CONDITIONS

Upon authorization of an advertising contract and/or provided insertion order, the advertiser and/or advertising agency agree to the following terms:

1. An advertising contract must be signed by all advertisers. Advertising agency insertion orders are accepted, subject to these terms and the provisions of the current Discover America - USA Travel Guide rate card.
2. All advertising is subject to the approval of Small World Publications.
3. Cancellations may not be made by the advertiser or its agency after the closing deadline. Any cancellations or changes must be in writing. Small World Publications reserves the right to run the most recent advertisement when no new copy is furnished by the space deadline or to charge the advertiser for the unused space if materials are not submitted.
4. Advertisers and advertising agencies assume full responsibility and liability for all content of advertising printed and also assume liability for any claims arising therefrom.
5. Advertisers and advertising agencies shall indemnify and hold harmless Small World Publications and its shareholders, directors, agents, employees, vendors and assigns from any and all liability, suits, causes of action, claims, attorneys' fees and damages of any kind, including without limitation any suit by any advertiser or advertising agency against Small World Publications, arising out of the content of any advertising material(s) and/or editorial copy used by Small World Publications.
6. In the event of an error by Small World Publications, the maximum liability is limited to the space cost of the display advertisement as per the Advertising Insertion Order.
7. Small World Publications shall not be liable for errors in proofs approved by advertisers.
8. Small World Publications shall not be liable for any costs or damages if for any reason Small World Publications fails to publish an advertisement.
9. Small World Publications shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of Small World Publications.
10. Positioning of advertisements is at Small World Publications' discretion unless a guaranteed position premium is paid.
11. Advertising production services are not included in the advertising space cost.
12. Advertising material will be held until publication of the following year's guide and then discarded unless otherwise notified in writing by advertiser and/or advertising agency. Please include a self-addressed, stamped envelope for return of disks and other advertising materials.
13. For display advertising placed in the Discover America - USA Travel Guide, 50% or more of the net amount is due with signed advertising contract and/or insertion order. All balances are due upon publication. On any balance due, an interest charge of 1.5% per month will be added, after the 28th day of the month designated on the invoice, on past due amounts. There will be a \$50 charge for any returned check.
14. If for any reason credit has been extended to an advertiser and/or agency, a completed credit application should be furnished along with the approved insertion order or contract. If for any reason the account is placed in collection, a 20% collection charge will be added to the outstanding balance for space and finance charges due on the account.
15. The advertiser and/or agency promises to pay all costs in the collection of overdue amounts whether or not litigation is commenced. If litigation is commenced, advertiser and/or agency promises to pay such additional sums as the court may judge to be reasonable as attorneys' fees and court costs.
16. Small World Publications will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provision contained in Small World Publications's rate card or with its policies.
17. Small World Publications reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted.
18. Reproduction quality is at the advertiser's risk if Small World Publications' specifications are not met or if material is received after closing date, even if on extension. All queries concerning printed reproduction must be submitted to Small World Publications within 45 days of publication.
19. Agency commission: 15% to recognized agencies. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month on past-due invoices.
20. All agencies or direct advertisers must supply Small World Publications with a legal street address and not only a post office box.
21. All issues related to advertising will be governed by the laws of the State of Washington applicable to contracts to be performed entirely therein. Any action brought by advertiser and/or its agency should there be one, against Small World Publications relating to advertising must be brought in the state or federal courts of Washington and the parties hereby consent to the jurisdiction of such courts.

Ad Submission

Ads may be submitted on disk or uploaded directly to the Discover America - USA Travel Guide's ftp site <http://dropbox.yousendit.com/SmallWorld>. Ads should be accompanied by a hard-copy proof (see PROOFS). Small World Publications strives to reproduce all advertising to industry-quality standards. The advertiser, agency and/or designer is responsible for the resolution and quality of images, color match, font reproduction and or typographical errors. If you would like your disk returned, please provide a self-addressed, stamped envelope or disk mailer.

Ad Production & Materials

Small World Publications provides layout, typesetting and scanning for ad composition. The cost of services varies according to the type of work required. Production costs are non-commissionable. Changes to client-supplied materials will be subject to production charges.

Preferred Ad Format

PDF file (press optimized, with fonts embedded)

If PDF file is inconsistent with prevailing ad specifications, the ad will be returned to advertiser for modification, or run as submitted. PDFs created using PDF Writer, Publisher, Word, Excel or PowerPoint are not acceptable. Alternate ad formats are InDesign CS3 or CS4, Photoshop (.tif format) and Illustrator CS3 or CS4. All links and fonts must be included with the native file. Please convert RGB images to CMYK and do not provide .gif or .jpg images from web sites. Their quality is not adequate for printing. Do not overprint white objects or text.

Should a submitted file require modification to meet prevailing ad specifications, the advertiser will be notified that it may be subject to production charges. Small World Publications does not accept PC fonts. If an ad requires several fonts or PC fonts, the text should be converted to paths. Small World Publications reserves the right to substitute fonts. Small World Publications does not accept ads created in Word, Publisher, Corel, Freehand, Quark or PageMaker.

Proofs

For quality-control purposes, a proof (hard-copy printout) of the ad should be provided. The following are preferred proof formats:

Black/White ads: Laser printer proof

4-color ads: Digital color proof, contract print quality, such as Agfa Sherpa, Kodak, Iris, etc. Note that a color printout from a non-calibrated printer is not accurate or representative of print quality. A contract-quality digital color proof can be generated by Small World Publications upon request, and is subject to prevailing charges.

Publication Specs

- Page Size(Trim): 7.875" x 10.875"
- Bleed Size: 8.125" x 11.125"
- Printing: Heatset web offset
- Color: Four color process (CMYK), no RGB
- Line Screen: 150 dpi
- Resolution: photos 300 dpi, line art 1200 dpi

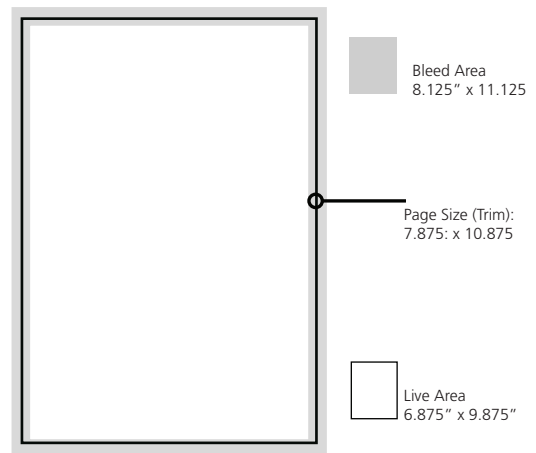
Publication Specs

2-Page Spread

- Ad without bleed: 14.75" x 9.875"
- Ad with bleed: 16" x 11.125"

Full-Page Ad

- Ad without bleed: 6.875" x 9.875"
- Ad with bleed: 8.125" x 11.125"
- 1/2 page horizontal: 6.875" x 4.875"
- 1/4 page: 3.375" x 4.875"



DiscoverAmerica.com Specs

- Dimensions:** 160 px X 600 px
- Size:** 40k or smaller
- Format:** jpeg, gif or swf
- Length:** :15 second animation max (optional)
- Loop:** Max 3 loop animation (optional)
- Backup .GIF required**

Materials are due one week prior to the 1st day of each month in which your ad is scheduled to run.

Check preferred month(s) for banner ad(s) to run				
Jan	Apr	July	Oct	
Feb	May	Aug	Nov	
Mar	June	Sept	Dec	



Quik Links...

- [Nevada](#)
- [Los Angeles, California](#)
- [Washington State](#)
- [New Orleans, Louisiana](#)
- [Nashville, Tennessee](#)
- [State American Inns](#)
- [New Mexico](#)
- [Washoe, Washington State](#)
- [Okanagan, Washington State](#)
- [Grazing Harbor, Washington State](#)
- [Kentucky](#)
- [Georgia](#)
- [Central Oregon](#)
- [Yosemite](#)

Summer Fun Shines in Nevada

Bank under Nevada's blue skies. Hike the trails in Lake Tahoe's backcountry. See the famous bottle house in Rhyolite. Ride the V&T Railroad in historic Virginia City. Tour Hoover Dam. Attend an outdoor festival celebrating classic cars and motorcycles. Drive along Laneville Canyon Scenic Byway. This is summer in Nevada!
www.DaveNevada.com

Los Angeles, California

This summer, roll out the red carpet as Los Angeles celebrates the 50th anniversary of the world-famous Hollywood Walk of Fame. Be sure to experience the newest attraction at Universal Studios Hollywood - King Kong 360. Also, check out LA INC.'s website for special deals and discounts to LA attractions.
www.discoverlosangeles.com

Order your free Travel Guide today!



Great Escapes Eblast Specs

- Image:** 300 px X 300 px
- Format:** jpeg
- Copy:** 50 words or less
- Format:** Word doc

Materials are due one week prior to the 1st day of each month in which your ad is scheduled to run.

Check preferred month(s) for Eblast(s) to run					
Jan	Apr	July	Oct		
Feb	May	Aug	Nov		
Mar	June	Sept	Dec		

Tip: special offers or travel deals tend to receive a higher click through rate.

Send display ads, images and copy to:
 kristi@smallworldpublications.com or call
 425-289-3467

Contact Information

- Company:**
- Contact name:**
- Phone:**
- Email:**