

Petaluma Area Chamber of Commerce

—PETALUMA'S VOICE FOR BUSINESS

WWW.PETALUMACHAMBER.COM • WEBSITE BANNER AD ADVERTISING CONTRACT

Petaluma Area Chamber of Commerce • 6 Petaluma Blvd. North, Suite A-2 • Petaluma, CA 94952
For further information, contact the Chamber at 762-2785 • Fax 762-4721 • pacc@petalumachamber.com

TERMS AND CONDITIONS

1. Rates are based on internet-ready art, meaning the advertisement must be ready to post without requiring any additional work by the Petaluma Area Chamber of Commerce (PACC) staff or contractors. Ads that require typesetting, resizing to fit, color correction, etc., are not internet-ready. Mechanical changes required to post the ad will be charged for by the PACC, and the cost of such changes will be communicated to the advertiser in advance. *See other side for mechanical specs for ad.*
2. PACC will supply a list of banner ad/display ad designers upon request.
3. It is the responsibility of the advertiser to deliver the internet-ready ad to the Chamber of Commerce via email **15 days** before the beginning of the ad contract start date.
4. Payment for contract advertisers is net 30 days.
5. Advertisers who pay on contracts in advance receive a 10% discount.
6. All cancellations must be made in writing.
7. Publisher reserves the right to request full payment for advertising in advance.
8. Publisher reserves the right, without giving specific reason, to refuse advertising. Advertising for non-members and political advertising is not accepted.
9. Liability for error in advertisement shall not exceed the space occupied by the error, or the amount charged for that space.

Banner Ad Size: (please see reverse for specs and images)

- Leaderboard - MONOPOLY \$500/mo
- Leaderboard - ROTATING, Limited to first five (5) ads \$100/mo
- Horizontal ad \$100/mo
- Box ad \$50/mo

Duration: 3 Month 6 Month 1 Year

Other _____

Start Date: _____ End Date: _____

Ad Cost: _____ x _____ Months = _____

One time set-up fee = \$50.00

Total Charges = _____

Billing: Monthly Pre-Paid
 Other arrangements, please call

Credit Card info: MC Visa

Card # _____

Exp. Date: _____ Security Code: _____

Name on Card: _____

I accept the terms and conditions printed above.

Signature _____

Name (please print) _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Website _____

This is a great opportunity for your ad to be seen! We will link your ad directly to your website, so that the visitor can click through to see what you have to offer.

We are offering ads throughout our website, with a limited number of ads to be placed. Call the Chamber today at 762-2785 to reserve your ad banner space!



BANNER AD RATES

Leaderboard (Monopoly)	770px wide x 70px high	\$500/mo
Leaderboard (Rotating-limited to first 5 ads) ...	770px wide x 70px high	\$100/mo
Horizontal ad	280px wide x 90 high	\$100/mo
Box ad	120px wide x 90 high	\$50/mo

Rates do not include a \$50 setup fee.

DEADLINE

All banner ads are due ***no later than*** 15 days before the start date on the contract. Please email your ad to: ann@avmgraphics.com

SPECIFICATIONS

FILE FORMATS

Full color (or greyscale) GIF or JPG only. Automated ads will NOT be accepted.

UNACCEPTABLE FILE FORMATS

Word, WordPerfect, Corel-draw, PowerPoint, Microsoft Publisher, Illustrator, Photoshop PSDs, Freehand, Quark and InDesign files. These file formats will incur extra fees (see below).

MODIFICATIONS

Alterations, resizing, or corrections to client furnished art will be subject to additional charges, with a \$100.00 minimum charge.

AD DESIGN

If you do not have existing artwork for your ad, AVM Graphics can design your ad for you for a minimum charge of \$100. If you need a website, please call AVM Graphics for further information.

CONTACT INFO

For information regarding your ad contract, or for other administrative details, please contact the Chamber at (707) 762-2785 or mail your inquiries to: Petaluma Chamber of Commerce, 6 Petaluma Blvd. North, Suite A-2, Petaluma, CA 94954.

For information regarding the ad specifications for your files, or any other website concerns, please contact Ann Moreno, (707) 773-1168, at AVM Graphics, 1416 Sierra Drive, Petaluma, CA 94954, or email ann@avmgraphics.com.