

Ad Size:	Dimensions	Single Issue	Annual Rate (4 Issues)
Full Page (bleed)	5.25" wide x 8.375" tall*	\$2,580	\$8,600 (Save \$1,720)
Full Page (non bleed)	4.8" wide x 7.6" tall	\$2,580	\$8,600 (Save \$1,720)
1/2 Page Horizontal	4.8" wide x 3.75" tall	\$1,320	\$4,400 (Save \$880)
1/2 Page Vertical	2.3" wide x 7.6" tall	\$1,320	\$4,400 (Save \$880)
1/3 Page Horizontal	4.8" wide x 2.4" tall	\$905	\$3,100 (Save \$520)
1/3 Page Vertical	2.3" wide x 5" tall	\$905	\$3,100 (Save \$520)
1/4 Page Horizontal	4.8" wide x 1.8" tall	\$690	\$2,300 (Save \$460)
1/4 Page Vertical	2.3" wide x 3.75" tall	\$690	\$2,300 (Save \$460)
1/6 Page	2.3" wide x 2.4" tall	\$527.50	\$1,775 (Save \$335)
Back Cover	5.25" wide x 8.375" tall*	\$4,050	\$13,500 (Save \$2,700)
Inside Front/Back Cover	5.25" wide x 8.375" tall*	\$3,147.50	\$10,500 (Save \$2,090)
Page 3	5.25" wide x 8.375" tall*	\$3,147.50	\$10,500 (Save \$2,090)

\*please allow .125" type safety and add .125" bleed on all sides.

### Increase your site's SEO page ranking by promoting in the Travel Guide.

1. Your ad, with link to your website will appear on our mobile-optimized site.
2. Your business will be referenced by name and directly embedded in our articles.
3. We provide FREE QR code service to any advertiser who requests it.

### Ad Submission Schedule

Issue	Ad Deadline	Published
Spring	February 22	March 15
Early Summer	May 24	June 15
Late Summer	May 24	August 1
Fall/Winter	August 23	September 16

### Publisher:

Edward P. Allen, Jr.  
epallenjr@gmail.com  
434-960-9115

### Editor / Account Executive:

Michelle Scott  
scott@shenandoahvalleyguide.com  
540-817-9075

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

Business: \_\_\_\_\_

Authorized Party: \_\_\_\_\_

Street Address: \_\_\_\_\_





Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

ISSUE	YEAR	PREMIUM	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/6 PAGE	1/12 PAGE	TOTAL
										\$
										\$
										\$
										\$
<b>SUBTOTAL</b>										\$
<b>ADDITIONS OR SUBTRACTIONS (specify)</b>										\$
										\$
<b>TOTAL</b>										\$

BILLING & PAYMENT check appropriate box		PAYMENT RECEIVED WITH ORDER
<input type="checkbox"/>	50% BILLED 30 DAYS BEFORE PUBLICATION PER ISSUE / 50% BILLED ON PUBLICATION PER ISSUE	
<input type="checkbox"/>	50% PAID NOW / 50% BILLED ON PUBLICATION	
<input type="checkbox"/>	100% PREPAY	
<input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/> 	Card #:	Exp. Date: / Security Code:
Name on Card:		Billing Address:
By signing here, you authorize Allen Publishing to charge your credit card for amount specified on contract. _____		

**Terms**

Annual advertising rates are net to the publisher. Advertising space rates are guaranteed for the term of the agreement and based on the rate schedule in force at the time of the agreement. Renewals of advertising agreements will be made at the then-current published rate card. Basic layout and design services are included in the space purchase. If advertiser fails to make timely payment any applicable discounts are revoked, the advertising rate reverts to the advertising rate card and the balance for all advertising becomes due and payable in full. A finance charge of 1.5% a month (18% per year) will be applied to all accounts 30 days past due.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Sales Representative \_\_\_\_\_ Date \_\_\_\_\_

**Return Signed Contract to PO Box 175, Fincastle, VA 24090 or [scott@shenandoahvalleyguide.com](mailto:scott@shenandoahvalleyguide.com)  
540-817-9075 | [shenandoahvalleyguide.com](http://shenandoahvalleyguide.com)**