

Advertise In Your Local Parks & Rec Publications

Canton • Plymouth

Promote Your Business Through Community Advertising!

With 2 local communities available, "Advertise Parks and Recreation" provides the ideal opportunity for your business to get in front of a crucial demographic. Each community guide provides their respective residents with useful information on classes, programs and upcoming community events. Placing an ad in these publications increases your exposure, and shows support for the community. Advantage Marketing Solutions represents the following community publications:



Discover Canton

Publication Details:

- Published 2 times a year by Canton Township (February, August)
- Circulation: Direct Mailed to approx. 40,000 Canton Households
- On-site distribution: Summit on the Park, Township Building, Pheasant Run Golf Course



Explore Plymouth

Publication Details:

- Published 2 times a year by Plymouth Parks and Recreation Department (February, August)
- Circulation: Direct Mailed to approx. 20,000 Plymouth Households
- On-site distribution: Parks & Recreation Facility

Why Advertise?

- On average 2-3 month shelf life
- Targets your audience - increase effectiveness
- Your results are trackable
- Consistently used by families throughout the year
- Coupon usage up 80% over last year
- The only 'community wide' advertising channel
- All publications are available online
- Increase your exposure, and generate business within the community
- The MOST cost effective way to reach all residents within a community - Less Expensive than Direct Mail!
- On average 2.5 readers per issue
- Excellent channel to reach families, youth and seniors

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Select Ad Size and Print Run Pricing

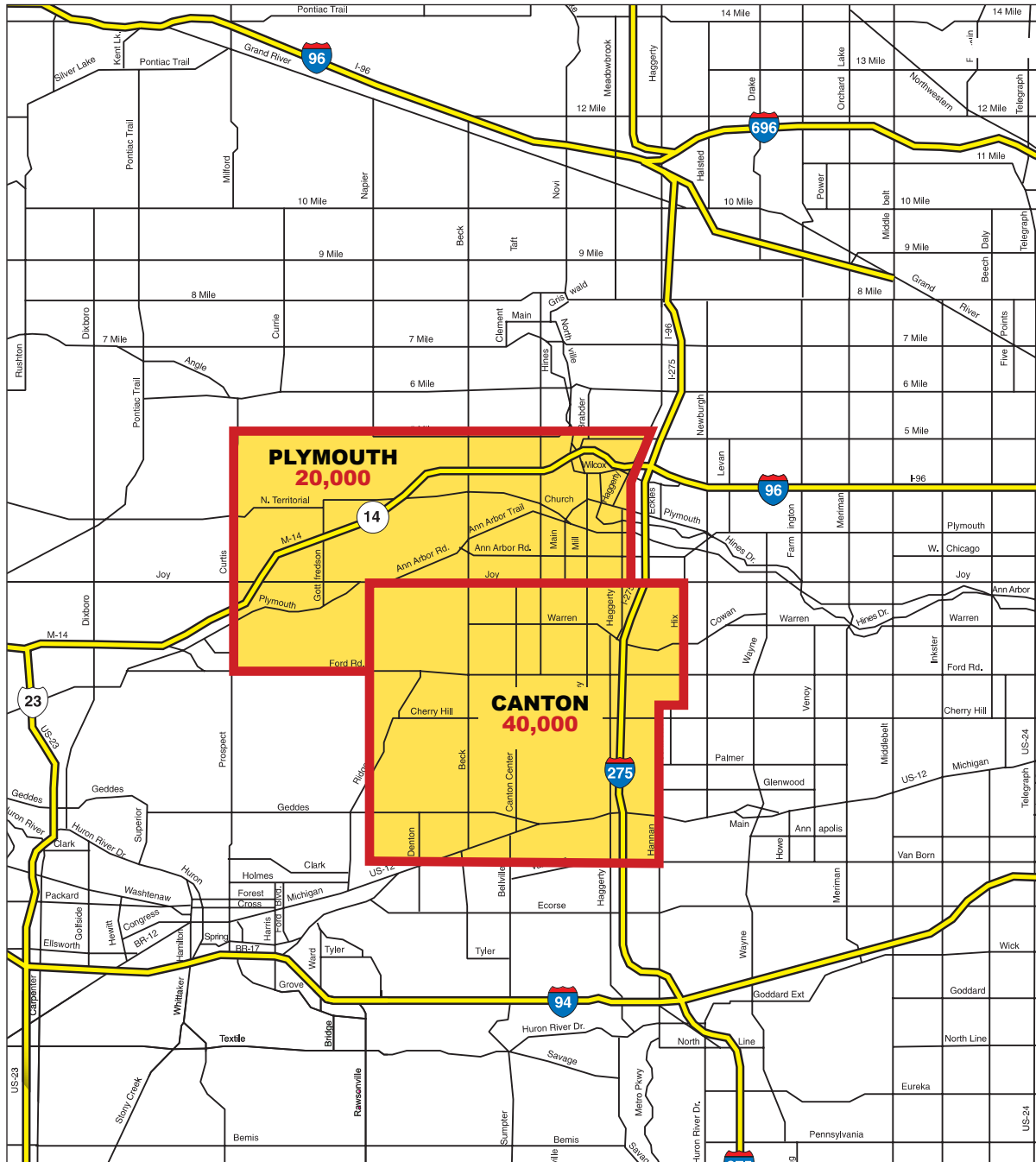


Print Pricing - Per Mailing Price

	Interior Pages			Covers	
	Quarter Page 3 1/4"W x 4 5/8"L	Half Page 6 3/4"W x 4 5/8"L	Full Page 6 3/4"W x 9 1/2"L	Inside 6 3/4"W x 9 1/2"L	Outside Back 6 3/4"W x 9 1/2"L
Canton Discover Magazine 40,000 homes per mailing	\$395	\$595	\$1,150	\$1,900	\$2,500
Plymouth Explore Plymouth 20,000 homes per mailing	\$295	\$495	\$995	\$1,295	\$1,495

Community Publication Coverage Area

Select Communities from Coverage Area • Review Coverage • Review Mail Dates



Publication	Coverage	Mailings (per year)	Publication Dates
Canton	40,000	2	February, August
Plymouth	20,000	2	February, August

Please ask your Sales Rep for Publication Deadlines

I will provide camera ready artwork* (PDF preferred)

Ad sizes: 1/4 Page (3 1/4" W x 4 5/8" L), 1/2 Page (6 3/4" W x 4 5/8" L), Full Page (6 3/4" W x 9 1/2" L)
Colors: CMYK only, **Images:** 300dpi and up

*Client Supplied Artwork: All advertising should be provided in a digital format

- Submit artwork to: **orders@marketingmich.com**
- Required format for black/white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format (version 3.0 compatible) with all fonts and images embedded.
- Embedded images must be a minimum of 266 ppi (pixels per inch) Color images must be CMYK.
- Postscript Type 1 fonts are strongly preferred. Files containing composite or master fonts will not be accepted.
- Files containing RGB or LAB images will not be accepted.
- Files containing Open Prepress Interface (OPI) comments will not be accepted.
- Files created in Microsoft Publisher will not be accepted.
- Advertiser agrees to waive the right to have a proof submitted and to assume responsibility for all errors on printed ad
- For further instructions on how to prepare your digital advertisement please contact AMS.

\$65.00* Revisions to existing advertisements on file.

**Based on design and files provided, additional charges may apply. Revisions include resizing, cropping, changing expiration dates, etc.*

Please design my Ad

Rates*: 1/4 Pg: \$99.00
 1/2 Pg: \$150.00
 Full Pg: \$225.00

Get Us Started:

- Send us your logo (EPS or PDF preferred)
- Basic Content (i.e. copy and discount or offer)
- Images (300dpi and up)

** The above rates are based on 1 revision to the original proof. Any further revisions will be subject to additional charges*

Repeat Artwork, No Changes

Notes:

Fill Out and Sign Print Order Contract and EMAIL to: orders@marketingmich.com or FAX to (248) 912-1288

Business Name: _____ Contact: _____ Non-Profit: Y / N
 Business Address: _____ City/State: _____ Zip Code: _____
 Billing Address: _____ City/State: _____ Zip Code: _____
 Phone: _____ Fax: _____ Email: _____

Publication	Mail Week (2nd week)*	Print Quantity	Ad Size	Art Charges	10% Discount With Annual Rate Y/N	Total Price Per Mailing
Canton-Discover		40,000				
Spring/Summer	February					
Fall/Winter	August					
Plymouth-Explore		20,000				
Spring/Summer	February					
Fall/Winter	August					

* Publication "In-Home" dates subject to change. Please ask your Sales Rep for publication deadlines.

Total Cost	\$
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I acknowledge upon signing this agreement that I have carefully read the terms and conditions on both sides and acknowledge my receipt of a copy of this agreement. I am authorized to make this purchase on behalf of the company listed above. Payment required with signed agreement.

Advertisers Signature: _____ Date: _____ Sales Rep: _____

Special Pricing Opportunities

- Annual Commitments & Non-Profits receive an additional 10% off total cost
- Ask about Multiple Publication Discounts

**Call (248) 912-1285
For Details!**

Credit Card payments processed 2 weeks prior to Mail Week. Check payments processed 3 weeks prior to Mail Week.

Payment Information: Check # _____ MasterCard/VISA/American Express Cash

Name on Card: _____

Account # _____ Exp Date: _____ SEC Code: _____

I agree to pay the above amount, according to the Card Issue Agreement. Since all orders are unique to the customer, all sales are final. No refunds or credits will be given.

Authorized Signature

Date

Terms & Conditions

This Agreement is by and between Advantage Marketing Solutions, L.L.C. (herein after referred to as "AMS") and the advertiser listed in the Client Name Section of the front side of this form (herein after referred to as "Advertiser"). UNLESS OTHERWISE AGREED TO IN WRITING, THE FOLLOWING TERMS AND CONDITIONS SHALL APPLY TO THE PRINT ORDER AGREEMENT AS STATED ON THE REVERSE SIDE OF THIS DOCUMENT.

Copy Approval: All advertising copy shall be approved by the Advertiser through the execution of a written copy release of proof approved, by email approval or orally if circumstances do not permit a written release prior to insertion and delivery. If AMS does not receive notice of corrections, AMS shall assume that the final proof copy is correct and the ad will be published as it appears on the final proof. Publication after the opportunity for copy corrections is at the Advertiser's risk as long as copy is printed as approved or corrected by Advertiser. Advertiser will be charged for copy, layout or art charges to the final proof except those resulting from the errors of AMS. Advertiser agrees to fulfill the completed Agreement, unless agreed upon by all parties, or be subject to the rate differential for actual mailings based on the current price schedule. Rates are subject to change without notice. Advertiser will be charged \$100.00 for cancellation of any Agreement after ad copy has been received, prior to the publication of the individual advertisement for each of the publication dates indicated on the reverse side of this document. AMS and the publication editor reserve the right to reject any advertisement.

Client Supplied Artwork: All advertising should be provided in a digital format.

- Required format for black and white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format (version 3.0 compatible) with all fonts and images embedded.
- Embedded images must be a minimum of 266 ppi (pixels per inch) Color images must be CMYK.
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- For further instructions on how to prepare your digital advertisement please contact AMS.

Payment Terms: All payments for advertising, as set forth on the front of this Agreement shall be paid in cash, credit card, cashier's check, certified check, or company check. In the event of a check, checks shall be received by AMS no later than 3 (three) weeks in advance of the publication date. Credit Cards will be billed 2 (two) weeks prior to publication date. Clients choosing to be billed via credit card shall complete the credit card payment information on the print order contract. AMS shall retain this information on file and will provide Advertiser a receipt at the time of credit card billing. Any NSF checks will result in the Advertiser being charged an additional \$50.00 and replacement will be by certified funds only.

Liability: The advertiser agrees that the AMS liability hereunder shall not exceed an amount equal to the total consideration actually paid hereunder by the Advertiser to AMS. AMS shall not be liable for any costs or damages for any reason it fails to publish an advertisement. AMS makes no warranties, expressed or implied, with respect to the service and product supplied hereby. Neither Party to this Agreement shall be considered in default in the performance of its obligations to the extent that the performance of any such obligation is prevented or delayed by any cause, which is beyond the reasonable control of such Party, including but not limited to strikes, insurrection, war, fire, lack of energy, acts of god, governmental acts or regulations.

Exclusivity: Advertiser acknowledges and agrees that similar and competitive advertisements may be included in the same publication by AMS.

Agreement Cancellation: Agreement is not to be altered or canceled unless written notice is given by advertiser at least 60 (sixty) days before publication date, and agreed to by both parties. In any reduction or cancellation of this agreement, Advertiser will be subject to a \$100 cancellation fee and be subject to the rate differential for actual publications based on the current price schedule.

Payments: All checks for deposit or payments shall be made to Advantage Marketing Solutions, L.L.C. Checks should be mailed to: Advantage Marketing Solutions, L.L.C., 39500 Orchard Hill Place, Suite 155, Novi, MI. Advertisers with approved credit term: Payments not received within 10 (ten) days from the due date are subject to a \$25 late fee and a service charge of 2% per month on the amount due, plus any additional costs related to collection. If advertiser is incorporated the person signing agrees that they have purchasing authority and will personally guarantee payment if they are not authorized to approve this purchase. Personal guarantee from the business owner(s) also applies as a collection method.

Costs of Collection: In the event that AMS places this Agreement in the hands of an attorney or collection agency for collection, Advertiser agrees to reimburse AMS for reasonable expenses and attorney's fees. In addition, Advertiser are subject to a \$25 late fee and a service charge of 2% per month on the amount due, plus any additional costs related to collection, from the date of default if allowed by law.

Errors/Credits: Advertiser agrees to notify AMS in writing within 30 days of any errors or for request for credits of any kind and for any reason.

Copyright Ownership: All advertising material or content that is furnished by or represents the creative effort of AMS is the property of AMS, including all rights of copyright therein. Such advertisements cannot be reproduced without the prior written consent of AMS. All advertisements are accepted and published by AMS on the representation that the Advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. All copy, text and illustrations are subject to the approval of AMS prior to publication.