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## Spring 2018 RACK CARD PRINTING PROGRAM

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### Printing Specifications:

Finish Size:	Full page bleed, 4" x 9"
Stock:	12 pt coated both sides
Color:	Full color both sides
Photos:	If Stonewall Marketing is designing or revising your card, photos must be supplied in high resolution format (Additional charge for stock images)
Art Work:	If Stonewall Marketing is designing or revising your card, submit your logo (high resolution if electronic), text or suggested copy points, map and any other materials
Quantity:	Lots of 5,000
<b>Agreement Due Date:</b>	<b>April 3, 2018</b> <i>Or earlier if all lots are sold. The number of lots available is limited.</i>
<b>Materials Due Date:</b>	<b>April 10, 2018</b> if Stonewall is to design your card April 13, 2018 for finished art on disk with color proof
<b>Estimated Delivery Date:</b>	<b>May 18, 2018</b>
Cost:	\$525 per lot of 5,000 (design of new card and printing) \$425 per lot of 5,000 (minor changes to existing card and printing) \$275 per lot of 5,000 (existing card with no changes or the partner submitting their finished art on disk)

Stonewall Marketing personnel will work with you on the content and design of your card based on the materials you submit. After your card is designed you will be given a color proof of your rack card. This proof must be reviewed and signed off on before printing can begin. Failure to sign off on the proof and return proof with signature by the deadline will result in your card not being printed.

The decision of what constitutes a minor change will be determined between the participant and Stonewall Marketing. After your card is revised you will be given a color proof of your rack card. This proof must be reviewed and signed off on before printing can begin. Failure to sign off on the proof and return proof with signature by the deadline will result in your card not being printed.

After providing finished art on disk you will be given a color proof of your rack card. This proof must be reviewed and signed off on before printing can begin. The only alterations to the cards that can be made at this point without additional charges are issues of color registration, incorrect font loading from provided disk, errors in picture translation from disk and like printer errors. Failure to sign off on proof and return proof with signature by the deadline will result in your card not being printed.




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### Participation Agreement

Yes, I want to be included in the CVB's cooperative rack card printing program for Spring 2018.  
 The number of rack cards I wish printed is (please circle the appropriate cost):

		New Card Designed by Stonewall	Existing Card Revisions by Stonewall	Existing Card No Revisions or New Card on Disk
<input type="checkbox"/> 5,000	\$	525	\$	425
<input type="checkbox"/> 10,000	\$	825	\$	725
<input type="checkbox"/> 15,000	\$	1,125	\$	1,025
<input type="checkbox"/> 20,000	\$	1,425	\$	1,325
				\$
				275
				575
				875
				\$1,175

- We will supply the finished art for our new or revised card on disk with a color proof. I understand that files must be submitted in one of the specified pre-press supported programs. Failure to submit your finished art in one of the specified pre-press supported programs will result in extra charges.
  
- Please have Stonewall Marketing contact me about having our rack card designed or revised by them.

**Deadline for submitting the agreement is April 3, 2018** (Earlier if all lots are sold)  
**Deadline for submitting materials for Stonewall to design your card is April 10, 2018**  
**Deadline for submitting finished art on disk is April 13, 2018**  
**Delivery of printed cards is expected no later than May 18, 2018**

Each participant will be invoiced for the total amount of the cards they order plus any additional charges for changes or artwork not made on the disk. No finished cards will be delivered until the invoice is paid in full.

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Return to: Greater Parkersburg CVB  
 350 7<sup>th</sup> Street  
 Parkersburg, WV 26101

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 Email: [hduffield@parkersburgcvb.org](mailto:hduffield@parkersburgcvb.org)