



FALL 2018 RACK CARD PRINTING PROGRAM

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
Agreement Due Date:	August 10, 2018 <i>Or earlier if all lots are sold. The number of lots available is limited.</i>
Materials Due Date:	August 17, 2018 if Stonewall is to design your card August 31, 2018 for finished art on disk with color proof
Estimated Delivery Date:	September 28, 2018
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 Fall 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	\$	275
<input type="checkbox"/> 10,000	\$	825	\$	575
<input type="checkbox"/> 15,000	\$	1,125	\$	875
<input type="checkbox"/> 20,000	\$	1,425	\$	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 August 10, 2018 (Earlier if all lots are sold)
Deadline for submitting materials for Stonewall to design your card is August 17, 2018
Deadline for submitting finished art on disk is August 31, 2018
Delivery of printed cards is expected September 28, 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 7th Street
 Parkersburg, WV 26101

Fax: (304) 428-8117
 Email: hduffield@parkersburgcvb.org