



OLD MISSION BEACH ATHLETIC CLUB
OTL Program Advertising Sales
59th Annual World Championship
Over-The-Line Tournament Program (2012)
Advertising Rates and Ad Insertion Order Form

Advertiser: _____

Contact Name: _____

Address: _____

Phone: (_____) _____

E-mail: _____

I authorize OMBAC and their advertising representatives to place the ad described herein into the 2012 OTL Program to be published in July, 2012. I understand the Terms and Conditions of this contract, as stated below.
All ad forms, art, and full payment are due by June 1, 2012 (additional charges may apply after this date – see Terms and Conditions below).

Signature: _____

Ad Size:

- Full page bleed Full page normal (see Ad Specs below)
 Half page Quarter page Business card

Ad Color:

- Color Black and white (grayscale)

Art Type:

- Scan-ready art Electronic file (type: _____)

Art Delivery:

- Attached/enclosed (print or disk)
 File e-mailed to otl_program_ads@ombac.org
 Print or disk mailed to P.O. Box (see below)
 Use last year's art

Premium Placement (subject to availability):

- Inside front cover Opposite inside front cover
 Inside back cover Back cover

Cost: \$ _____ **Check #:** _____

ADVERTISING RATES

Premium Placement (color or black/white, full page only)

Inside front cover.....	\$2,000
Inside back cover	\$2,500
Opposite inside front cover	\$2,250
Back cover*	\$5,000

Color Ads

Full page.....	\$2,000
Half page	\$1,100
Quarter page	\$600
Business card.....	\$250

Black and White Ads

Full page.....	\$1,650
Half page	\$950
Quarter page	\$550
Business card.....	\$200

TERMS AND CONDITIONS

All advertising materials (order form, art, and full payment) must be received by June 1, 2012. Any ad materials received after that date will be subject to a 10% surcharge and limited space availability (unless otherwise arranged through the OTL Program Advertisement Business Manager).

Advertisements for which complete materials are not received by the June 1, 2012 deadline cannot be guaranteed the privilege of approval or revision.

All advertisements are accepted and published upon the representation that the Advertiser is authorized to publish the entire contents and subject matter thereof. The Advertiser agrees to indemnify and hold the Publisher (OMBAC) harmless from any loss or expense arising out of publication of the submitted advertisement, including (but not limited to) rights of privacy, plagiarism or copyright infringement. The Publisher reserves the right to refuse to accept any advertisement for any reason.

The Advertiser may pay for the advertisement with a business check, personal check, money order, or cashier's check (no cash is accepted). Personal and business checks are subject to a \$20 return fee, and alternative payment in the form of a money order or cashier's check must be received by the June 1, 2012 deadline, or the advertisement may be subject to a 10% surcharge. **An advertisement may not be pulled from the 2012 OTL Program and no refund will be issued after June 11, 2012. A request to pull an advertisement must be submitted, in writing, to the OTL Program Advertisement Business Manager by the June 11, 2012 deadline for the refund to be granted. Refund subject to penalties from printer.**

The accuracy of the information in the submitted advertisement and the quality of the submitted artwork is the responsibility of the Advertiser. The Advertiser may be offered compensation in the form of a discounted ad in the 2013 OTL Program for errors that are the fault of the Publisher.

ADVERTISEMENT SPECIFICATIONS

The OTL Program is printed offset, perfect bound. Trim size is 8 1/2 x 11 inches. Advertisement must not extend beyond 1/2 inch from all trims, except for full page bleed ads.

<u>Ad Size</u>	<u>Dimensions (W / H)</u>
Full page bleed	8 1/2" x 11"
Full page normal.....	7 1/4" x 10"
Half page vertical.....	3 1/2" X 10"
Half page horizontal.....	7 1/4" x 5"
Quarter page	3 1/2" x 5"
Business card.....	2" x 3 1/2"

The submitted advertisement art must be in a ratio that conforms (by enlarging or reducing) to the above specifications, or the art will be returned to the Advertiser for resubmission at the Advertiser's cost. The preferred file type for electronic art files is TIFF or JPEG. Contact the OTL Program Publisher for other file types. Modification of submitted artwork is subject to additional fees.

CONTACT INFORMATION

Submit all advertisement materials (ad insertion forms, printed artwork, payments, and data disks) to the following mailing address:

OTL Program Ads
PMB # 513
3089-C Clairemont Drive
San Diego, CA 92117

For additional inquiries or to submit electronic files by e-mail, send e-mail to:

otl_program_ads@ombac.org