

THE COMPLETE 2015 TALBOT COUNTY Destination & Vacation Guide

Includes Seasonal Itineraries For:

Easton

St. Michaels

Oxford

Tilghman Island

Royal Oak

Wye Mills

Trappe

Print & Video Rates on reverse side and on
www.talbotvacationguide.com

Please contact: Thayer Creative Services

rcthayer@comcast.net



PRINT RATES: Trim Size: 8.5" x 11" Full Bleed add 1/8" border.

Keep all text 1/2 inch inside trim lines. All submissions must be 300 dpi, CMYK Printing, Press Quality PDF, ICC profile U.S. Web Coated (SWOP) v2.

Design services are available at \$75 per ad and all artwork submitted for ad design must be at a resolution of at least 300 dpi.

Double Page Spread: (17" x 11") \$ 1,400

Full Page Back Cover: (8.5" x 11") \$ 1,500

Full Page Inside Front Cover: (8.5" x 11") \$ 1,200

Full Page Inside Back Cover: (8.5" x 11") \$ 1,200

Full Page: (8.5" x 11") \$ 1,000

Half Page Vertical: (4.50" x 10") \$ 650

Quarter Page Horizontal: (4.50" x 5.50") \$ 350

Eight of a Page Horizontal: (4.50" x 2.375") \$ 300

Sixteen of a Page: (2.1875" x 2.1875") \$ 250

Coupon horizontal size ads, (4" x 2") \$ 80. All rates and sizes are available on the website. www.talbotvacationguide.com

Business and Services Listings for both the Print Guide and the On-line/Phone Web Versions are **FREE**. You may enhance your listing to a bolder version, for a more noticeable effect, at an additional price.

WEBPAGE RATES: Please submit files at 72 dpi and NO Flash or SWF ads, animated Gif files are okay.

Size	Monthly	Quarterly	Annually
Box ad (300 x 250 Pixels)	\$ 100	\$ 200	\$ 600
Banner ad (768 x 90 Pixels)	\$ 125	\$ 250	\$ 750
Add a slide show	\$ 200	\$ 400	\$ 1,200

ENHANCE YOUR LISTING WITH A VIDEO!

CUSTOM PRODUCTION: We will produce a custom 1- 2 minute video with our on-camera personality interviewing you about your business or service on location. This video will have a link from your listing and be streamed from our Talbot TV *You Tube Channel*. The cost of this link is free the first year and \$200 per additional year. If you upgrade your production each year, you will never have to pay additionally for the link.

EXISTING PRODUCTIONS: Already have a commercial you like? You can add a link to your commercial for \$200 per year. No more than 2 minutes in length. Please submit H.264 compressed 1280x720 HD or 720x480 SD files in .mov format.

BIG PACKAGE EXAMPLE

\$1,000 full page color ad

\$ 200 video

\$ 750 banner

\$ 80 coupon ad

Total \$2,030 You pay only \$1,500

You Save \$530

Deadline for Artwork December 31, 2014