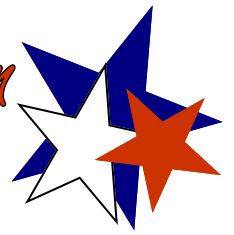


2017 Recreation Guide Advertising Information



Independence Township Parks, Recreation & Seniors...making our community a better place to live, work and play by building connections with neighbors and the outdoors.

Want to increase your presence in Independence Township? The Independence Township Recreation Guide is mailed to approximately 20,000* homes three times a year, plus posted online. The Guide is a "flip" style with Clarkston Community Education information as well. Limited ad space will appear in each publication. Ads are accepted on a first-come, first-served basis.

See attached for advertising requirements and policies or download online at www.itprs.org, under Forms and Flyers. *quantities based on current counts.



Guide is *professionally* designed and published.



All advertisers will receive one proof before going to print.

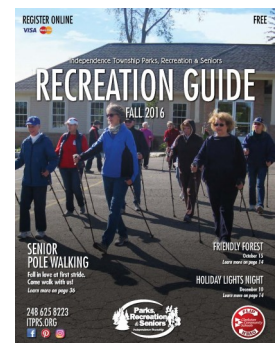


All ads are **full color** on **professional quality paper**.



Great exposure for any organization in the "family" business, as this Guide goes to Clarkston families!

Call today for a sample or go online to www.itprs.org



RATES & DEADLINES

Size	Width/Height	Cost
Full Page	7 ½ x 10 ½	\$750
Half Page	7 ½ x 5	\$450
Quarter Page	3 3/8 x 5	\$275

There is a 10% discount for 3 pre-paid ads within the calendar year. The ads can be different sizes.

Space Reservation

Deadlines:

October 31, 2016
For Winter/Spring 2017
February 13, 2017
For Summer 2017
July 10, 2017
For Fall 2017

To advertise, please complete the attached Advertising Space Reservation Request & Payment Form and return to:

Amy Laboissonniere, amyl@indetwp.com

Independence Township Parks, Recreation & Seniors
6483 Waldon Center Dr.
Clarkston, MI 48346 (248) 625-8223



Independence Township Parks, Recreation & Seniors *2017 Advertising Space Reservation Request & Payment Form*

Please return to: Independence Township Department of Parks, Recreation & Seniors
 6483 Waldon Center Drive Hours: Monday-Friday, 8am-5pm
 Clarkston, MI 48346 Attn: Amy amyl@indetwp.com
 Phone: (248) 625-8223 Fax: (248) 620-7454

Contact Person: _____ Title: _____
 Company Name: _____
 Address: _____ City/Zip: _____
 Phone: _____ Alt Phone: _____
 Email: _____ Fax #: _____

Please reserve the following space:

EDITION

<u>Edition:</u>	<u>Est. Mail Date:</u>	<u>Content Dates:</u>	<u>Deadline to Submit:</u>
__ 2017 Winter/Spring	Wk of Dec 14, 2016	Jan 1-April 30	October 24, 2016
__ 2017 Summer	Wk of April 18, 2017	May 1-Aug 30	February 13, 2017
__ 2017 Fall	Wk of Aug 22, 2017	Sept 1-Dec 31	July 10, 2017

SIZE

<u>Size:</u>	<u>Location:</u>	<u>Width/Height:</u>	<u>Cost:</u>
__ Full Page	Placed within	7 ½ x 10 ½	\$750
__ Half Page	Placed within	7 ½ x 5	\$450
__ Quarter Page	Placed within	3 3/8 x 5	\$275

There is a 10% discount for 3 pre-paid ads within the calendar year. Payments due 1/15/17.

Ad Requirements:

1. Art work must be submitted electronically.
2. Acceptable formats include: Print-ready PDF file, Print-ready JPEG file, Microsoft Word, Microsoft Publisher, Quark, Adobe In Design, Adobe Photoshop, Adobe Illustrator, Adobe PageMaker.
3. All images must be set as 300 dpi, commercial printing resolution.
4. All ads are full color.
5. Proofreading is the responsibility of the advertiser. The Independence Township Parks, Recreation & Seniors Department ("PRS") shall not be responsible for errors in ad copy. Any drawings or artwork submitted for reproduction are accepted at the risk of the advertiser.
6. If information needs to be typeset, content needs to be edited down or graphics need to be added, there is a \$150 fee. First time advertisers get this waived.
7. ITPRS reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready advertising submitted that does not conform to the requirements will be enlarged or recued at the discretion of PRS. PRS shall not be liable for damages if an advertisement fails to be published for any reason.

Continued from previous page...

8. Requests to advertise in all editions within a calendar year will receive preferred ad placement and a 10% discount, payment due 1/15/17.

Ad Policies:

1. Advertising opportunities are extended to any local, national or international business, non-profit and government agency that has or wishes to have a presence in Independence Township. Contracts will be accepted on a first-come, first-served basis. Ads submitted shall be in harmony with decency and good taste in the community. Political advertisements will not be accepted. Independence Township reserves the right to reject any ad for any reason.
2. PRS reserves the right to refuse any advertisement from organizations or companies that offer competing programs and/or facilities. Priority is given to past customers and to advertising that offers recreation services not already offered by Independence Township Parks, Recreation & Seniors.
3. The advertiser and its agency each represent that they are fully authorized and licensed to use (1) names, portraits and or pictures contained in the ad; (2) any copyrighted or trademarked materials; (3) any testimonials contained in any advertisement submitted. Advertiser and its agency further warrant that such advertisement is neither libelous nor defamatory, an invasion of privacy, or otherwise harmful to any third party. The advertiser and its agency each agree to indemnify and save harmless Independence Township, its elected and appointed officials, its employees, agents, contractors and representatives against all losses, liability, damages and/or expenses arising from the copying, printing or publishing of any such advertisement, including but not limited to, attorneys fees.
4. PRS shall not be responsible for any damage caused by acts of god, fires, strikes, accidents or other occurrences beyond the control of the publisher or PRS.
5. PRS reserves the right to revise advertising rates at any time. However, rate increases will not affect existing advertising agreements.

THIS IS A BINDING LEGAL DOCUMENT. MAKE SURE YOU HAVE READ IT THROUGH IN ITS ENTIRETY BEFORE SIGNING BELOW AND SUBMITTING TO THE TOWNSHIP.

By signing this Application, I/we hereby agree to abide by the terms and policies for advertising set forth herein. Failure to comply with PRS terms and policies may result in the removal of the ad from the requested Edition and placing it in a later Edition, or refusing to publish my/our ad at all. Refunds will not be given due to action or inaction on my/our part.

I/WE HEREBY AGREE TO THE TERMS AND POLICITES SET FORTH HEREIN:

_____ Date:

_____ Name:

_____ On behalf of:

OFFICE ONLY:	Date Received_____	Amount_____
	Initials_____	Date Processed_____

Payment Method:

Cash Check (Make Payable To Independence Township) Credit Card (Complete Information Below)

Circle: VISA MC Credit Card # _____ Expiration Date _____ 3 Dig Code _____

Name of Card _____ Cardholder Signature _____