

2022 ADVERTISING PURCHASE ORDER



Mainstreet Media
PO Box 692, McCaysville, GA 30555
706.455.8332 | directionsga.com

SR _____
Date _____

Business Name _____

Business Address _____

City, State, ZIP _____

Phone (_____) _____ Cell (_____) _____

Email _____ Website _____

Contact Name _____ Signature _____

AD SIZE/TYPE	COST PER EACH ISSUE (4X/YR)	COST PER ISSUE (1X ONLY)
<input type="checkbox"/> Cover Package (front cover image, custom article + photos + ad)		\$1,400
<input type="checkbox"/> Full Page (5.375" x 8.375" + .125" bleed)	\$550 (ask about premium page availability)	\$625
<input type="checkbox"/> Half Page (horz. 5.0625" w x 3.8125")	\$350	\$425
<input type="checkbox"/> Third Page (horz. 5.0625" x 2.4375")	\$275	\$350
<input type="checkbox"/> Quarter Page (vert. 2.375" w x 3.8125")	\$200	\$250
<input type="checkbox"/> Coupon (only w/ad purchase)	\$50	\$75

Offer to put on coupon: _____

Price for all includes ad design. If supplying your own ad, please provide hi-rez (300 dpi) file: PDF, JPG, TIF or EPS. Email ad to david@mainstreetmediaga.com or via file upload. Questions? David Padgett at 706-455-8332.

SPECIAL INSTRUCTIONS / INFO TO INCLUDE: _____

ISSUES TO RUN (deadline for commitment / ad received or approved): All 4 (4 consecutive issues at discounted price)

Spring '22 (Feb. 4 / Feb. 11)

Summer '22 (May 6 / May 13)

Fall '22 (Aug. 5 / Aug. 12)

Winter '22 (Nov. 4 / Nov 11)

PAYMENT DUE PRIOR TO PUBLICATION OF EACH ISSUE. TOTAL DUE PER ISSUE: \$ _____

Check – please address check to **Mainstreet Media** at the PO Box address above

Online – please email invoice to: _____

Credit card – please charge my card (info below) each issue:

Name on card _____ Card Type: MC Visa AmEx Disc

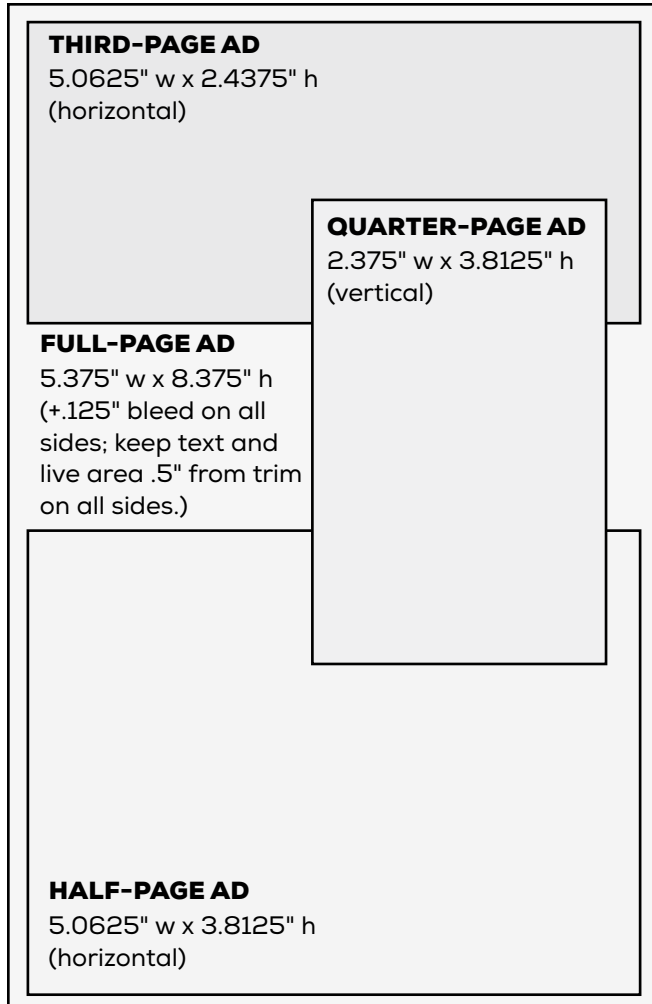
Billing Address & ZIP _____

Card # _____ Exp Date ____/____/____ Special Code _____

DIRECTIONS

Vacation Guide to Blue Ridge, McCaysville & the Copper Basin

AD SIZES



OTHER AD OPTIONS

- ★ **COVER PACKAGE:** Front cover image + custom-written article + photos + ad (ask for details).
- ★ **COUPON:** Add a special offer that drives in customers (available with purchase of an ad).

AD SPECS

- ★ Send files to: david@mainstreetmediaga.com or provide a link to Dropbox or other file sharing service.
- ★ Please provide photos and logos at the highest resolution possible (300 dpi) in JPG, PDF, TIF or EPS format.
- ★ If you have questions, please contact **David Padgett** at (706) 455-8332 or david@mainstreetmediaga.com.

TERMS & CONDITIONS

Advertisements are published for the benefit of the advertiser,

CIRCULATION

- 12,500-25,000 copies distributed per issue (depends on season)
- Page-flip ePub + downloadable PDF available at DirectionsGA.com
- Magazines are stocked (and re-stocked!) at all the places people visit, including:
 - ★ Leading Cabin Rental Companies (in-room and/or at check-in)
 - ★ Hotels and B&Bs
 - ★ Chamber of Commerce and all the Visitor Centers
 - ★ Train depot in Blue Ridge & McCaysville (plus "Premium" cars!)
 - ★ Freestanding red boxes around town
 - ★ **FREE INFO** racks in most advertiser locations
 - ★ Free mail-outs to any out-of-the-area visitors who request a copy be sent to their home

who is solely liable for all charges. The publisher reserves the right to refuse any advertising, and to edit materials for clarity, space availability and suitability. The publisher is not responsible for any errors once an ad is approved by client. Publisher shall not be liable for damages if for any reason an advertisement is accidentally left out of the publication.

RATES: See current *Advertising Purchase Order*. All ads are priced on a per-issue basis, with discounts available for ads running in 4+ consecutive issues. Rates are subject to change.

TERMS: Invoices are sent when ad is approved. Payment is due net-15 days or *prior to publication*, whichever comes first. The publisher reserves the right to cease publication of an ad upon default in payment. Publisher will pursue collections/legal means if payment is not made in a timely manner.

PAYMENT: Cash, check or credit card is accepted. For your convenience, you may request an invoice to pay online, or you may set up a recurring charge to your credit card.

COPYRIGHT: Ads designed by the publisher are created expressly for use in *DIRECTIONS*. Please ask us for permission to reproduce elsewhere.