

DINNERwhere?

Bonnie Kurtz
Millie Rossman Kidd
 Publishers

Dinnerwhere?
 P.O. Box 306
 Chatham, New York
 12037

518.758.2889 tel
 518.758.1747 fax

dinnerwhereonline.com

Ad Sizes

- One-sixth
- One-quarter
- One-third, vertical
- One-third, square
- One-half, vertical
- One-half, horiz
- Two-thirds
- Full page
- Two page feature
- Checkout Listing

Please indicate any premium placement reservation request:

- Back cover
- Inside front cover
- Opposite TOC 2
- Inside back cover
- Dining guide section openers
- Restaurant chart

Dinnerwhere 2010 Display Ad Insertion

Company Name & Contact

Billing Address

City	State	Zipcode
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Tel	Fax
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Website	Email
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Visa, Mastercard, or AmEx Number	Exp Date
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Frequency: 2010 only 2010 & 2011*

***Note: 2010 rate is guaranteed for 2011**

Signature	Date
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The publisher reserves the right to decline any advertising for any reason. The publisher shall not be liable, in any way, for failure to publish an advertisement; fees received by the publisher for unpublished advertising will be refunded. All prices are net. Agencies, please add your commission. Bills are sent within 30 days of publication with net 30 terms. We reserve the right to charge the credit card on file for any unpaid bills after 60 days. The publisher shall be under no liability for any errors in the advertisement, typographical or otherwise, for which it may be responsible except for the cost of that portion of ad space within which the error first appeared. It is the sole responsibility of the advertiser to obtain the necessary permissions required to reproduce copyrighted material such as art, photography, trademarks, trade names, or service marks. All original artwork, transparencies, or other items submitted for reproduction are accepted only at the advertiser's risk and will be returned upon payment of any balance due. All ad material created by Dinnerwhere is protected and copyrighted by Kurtz and Kidd Design. Use in other publications is strictly forbidden without express written consent. Orders specifying positions are accepted only upon a request basis subject to the right of the publisher to determine actual position. All bills presented for advertising shall be deemed a correct statement of obligation unless the advertiser or agency makes a written objection within thirty (30) days after presentation. The publisher reserves the right to add sponsor's logotypes or trademarks to any portion of the publication and to revise at any time any terms and conditions of this rate card.

Early Incentives
 Please check
 all that apply:
 Advertisers who:

reserve space on or before 11 December 2009 will receive 5% off published rates.

participated in the 2009 edition will receive 5% off published rates.

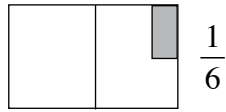
submit approved press ready ads prior to 15 January 2010 will receive 5% off published rates.

make payment in full within 3 weeks of placing a written insertion order will receive an additional 2% discount.

(total possible discount not to exceed 17%)

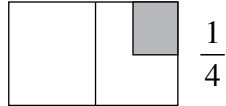
DINNERwhere?

Display Ad Rates & Size Options


 $\frac{1}{6}$

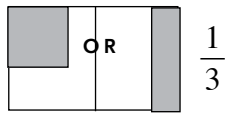
ONE-SIXTH PAGE

2⅞" x 4½", \$510


 $\frac{1}{4}$

ONE-QUARTER PAGE

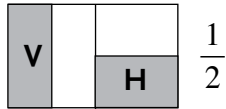
3½" x 4½", \$660


 $\frac{1}{3}$

ONE-THIRD PAGE

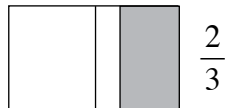
2⅞" x 9½", Vertical, \$830
4¼" x 5½", Square, \$830

Premium Placement
on section openers
(Vertical only) \$1035


 $\frac{1}{2}$

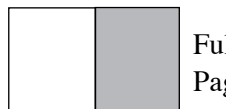
ONE-HALF PAGE

Vertical: 3⅞" x 9½"
or Horizontal, 7" x 4½"
\$1100


 $\frac{2}{3}$

TWO-THIRDS PAGE

4¼" x 9½", \$1375



Full
Page

FULL PAGE

8" x 10½", \$1650



Two-page
Feature

TWO-PAGE FEATURE

16" x 10½", \$2475

INSIDE FRONT AND, INSIDE BACK COVER, AND OPPOSITE TOC 2

8" x 10½"
\$2250

BACK COVER

8" x 10½"
\$2625

CHECKOUT LISTING

Special back-of-the book
resource section which
includes full color photo
or logo and listing up
to 50 words. \$375 for a
3½" x 2" space.

Frequency & Circulation

25,000 copies are
distributed annually.
Available Summer 2010.

Closing Date

To receive early incentive
discounts the insertion
order must be received prior
to 11 December 2009 and
press-ready artwork must be
received before 15 January
2010.

All other insertion orders
must be faxed on or before
12 March 2009. Artwork is
due 26 March 2009 to:
Dinnerwhere@gmail.com.

Terms & Billing Policies

Discounts Established Dinnerwhere advertisers will automatically receive a 5% frequency discount on net advertising costs. Advertisers who make payment in full within 2 weeks of placing a written insertion order will receive an additional 2% discount. Advertisers may apply these deductions against current published rates if making payment prior to invoicing.

Billing First time advertisers must place a Visa or Master Card number on file with insertion orders; invoices are issued upon approval of press-ready artwork. Advertisers with established credit are invoiced 4 weeks prior to publication. All payments are due net 30. A 2% finance charge is assessed from the first due date every 30 days on all outstanding balances unless special billing arrangements have been made prior to invoicing. The advertiser and/or agency agree to pay an attorney's fee plus twenty percent (20%) on all amounts that becomes necessary to place with an attorney for collection plus all costs and disbursements of collections.

Cancellations Neither the advertiser nor its agent may cancel the insertion contract after the closing date. Advertisers must complete and return an insertion order form to the publisher in order to reserve ad space and guarantee rates or discounts. If the publisher has not received the advertiser's press-ready ad by the closing date, the publisher reserves the right to re-print the advertiser's most recent ad. If there is no previous artwork available, the advertiser will be charged for any space reserved by them.

Contracts agreed to in writing or verbally are considered binding and are subject to all terms & requirements of this confirmation.

Additional Terms The publisher reserves the right to decline advertising for any reason. The publisher shall not be liable for failure to publish an advertisement; however fees received by the publisher for unpublished advertising will be fully refunded. The publisher is not liable for any errors in the advertisement, typographical or otherwise, for which it may be responsible except for the cost of that portion of ad space within which the error first appeared. It is the sole responsibility of the advertiser to obtain the necessary permissions required to reproduce copyrighted material such as art, photography, trademarks, trade names, or service marks. All original artwork, transparencies, and articles submitted for reproduction are accepted only at the advertiser's risk. All ad material created by Dinnerwhere is protected and copyrighted by Kurtz and Kidd Design. Use in other publications is strictly forbidden without express written consent. Orders specifying positions are accepted only upon a request basis subject to the right of the publisher to determine actual position. The publisher reserves the right to revise at any time without notice to the advertiser any terms and conditions of this rate card. All bills presented for advertising shall be deemed a correct statement of obligation unless the advertiser or agency makes a written objection within thirty (30) days after presentation.