Lane County’s only comprehensive resource for the Active 50+ Community

Since 1992, Lane County’s most complete Directory of Senior Programs and Services. Available to the Active 50+ Community, Community Centers, Care Providers, Social Workers, Medical Professionals, Adult Living Communities and Retirement Centers, and family and community members involved in assisting Baby Boomers and seniors with life decisions.
### Insertion Order

**Advertiser**

**Contact**

**Telephone**

**Fax**

**E-mail**

**Address:**

**City**

**Zip**

**By**

**By**

**By**

**By**

**Contact information**

- **Office:** 2792 Elysium Ave.
- **Eugene, OR 97401**
- **Phone:** 541-302-9508
- **Fax:** 541-302-4372
- **Email:** info@bowlinjohannes.com
- **Website:** www.bowlinjohannes.com
- **Tax I.D.:** 93-1311132

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**Size/placement** | **Orientation** | **Dimensions (w x h)**
---|---|---
✓ Full page back cover | Full bleed | 8.75 x 11.25"
| Non-bleed | 7.5 x 10"

✓ Inside front cover | Full bleed | 8.75 x 11.25"
| Non-bleed | 7.5 x 10"

✓ Inside back cover | Full bleed | 8.75 x 11.25"
| Non-bleed | 7.5 x 10"

✓ Full page, inside | Full bleed | 8.75 x 11.25"
| Non-bleed | 7.5 x 10"

✓ Opposite table of contents (1/2 page) | Horizontal | 7.5 x 4.875"

✓ 2/3 Page | Horizontal | 7.5 x 6.625"

✓ 1/2 Page | Horizontal | 7.5 x 4.875"

✓ 1/3 Page | Horizontal | 7.5 x 3.25"
| Vertical | 2.375 x 9.875"

✓ 1/4 Page | Horizontal | 7.5 x 2.5"
| Horizontal | 4.875" x 3.75"
| Vertical | 2.375 x 6.625"

✓ Business Builder | Horizontal | 4.875 x 2"

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**Publication quantity:** 17,500

**Publication date:** April 2016

**Deadlines:**
- Advertising space reservation: **January 29, 2016**
- Advertising art/materials: **February 19, 2016**
- Distribution: **April 2016**

**Contract amount:**

**Preferred placement:**

**Website:**

**Artwork via:**
- CD
- Email
- Design

**Date received:**

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The Bowlin-Johannes Group

**Office**

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Eugene, OR 97401

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3.2015
AGREEMENT

Conditions of Agreement:

1. **Payment**: Advertiser authorizes and agrees to pay for the contracted display advertisement ten days from the contracting date or by the Ad proof mechanical due date, whichever is first. Upon failure or neglect of Advertiser to pay as stipulated above, then at the option of The Bowlin-Johannes Group, hereafter referred to as the Publisher, the entire unpaid balance of this agreement shall become due and payable immediately. All advertising must be paid prior to printing date. In the event it becomes necessary to have an attorney make demand for payment, or if suit instituted to collect on this agreement, or any part thereof, Advertiser expressly agrees to pay any reasonable attorney fees and all other collection costs incurred by Publisher. Advertiser cannot terminate this agreement during the stipulated period, and Advertiser acknowledges full and complete understanding of the terms contained herein.

2. **Proof**: It is agreed that the advertisement will be printed as submitted by the Advertiser, unless Publisher is notified within 72 hours of delivery of the advertisement in which corrections are needed.

3. **Placement**: A surcharge of 15% shall apply if Advertiser requests specific page placement. Otherwise Publisher reserves the right to make the final decision immediately prior to publication as to which page and under which business heading the advertisement shall be placed.

4. **Errors and Omissions and Limitation of Liability**: If any error in, or omission of, an advertisement occurs due to the fault or neglect of the Publisher, at Publisher’s discretion, Advertiser may receive a pro rata discount from Publisher to the degree the error or omission affects the entire advertisement. In no case, however, shall the Publisher’s liability exceed the total charge for advertising services. If changes or additions to the content and to the advertising are received after the deadline, the Publisher will endeavor to best accommodate those changes but without guarantee.

5. If advertising is canceled after a 72-hour grace period from contract date, advertiser agrees to pay a 20% surcharge.

6. Advertising agency standard commission of 15% is recognized only on quarter-page contracts and above.

7. All unpaid balances owed at due date are subject to a $35 late fee and an 18% annual interest rate.
<table>
<thead>
<tr>
<th>Display Ads</th>
<th>Full - color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$3,250</td>
</tr>
<tr>
<td>2/3 page</td>
<td>2,623</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,995</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,535</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,075</td>
</tr>
<tr>
<td>Business Builder</td>
<td>695</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, covers</td>
<td>8.5&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>Full page, inside</td>
<td>7.5&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>2/3 page H</td>
<td>7.5&quot;</td>
<td>6.625&quot;</td>
</tr>
<tr>
<td>1/2 page H</td>
<td>7.5&quot;</td>
<td>4.875&quot;</td>
</tr>
<tr>
<td>1/3 page H</td>
<td>7.5&quot;</td>
<td>3.25&quot;</td>
</tr>
<tr>
<td>1/3 page V</td>
<td>2.375&quot;</td>
<td>9.875&quot;</td>
</tr>
<tr>
<td>1/4 page H</td>
<td>7.5&quot;</td>
<td>2.5&quot;</td>
</tr>
<tr>
<td>1/4 page H</td>
<td>4.875&quot;</td>
<td>3.75&quot;</td>
</tr>
<tr>
<td>1/4 page V</td>
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<td>6.625&quot;</td>
</tr>
<tr>
<td>Business Builder</td>
<td>4.875&quot;</td>
<td>2&quot;</td>
</tr>
</tbody>
</table>

**Format:** Four-color directory, trimmed page size is 8.375" x 10.875." Gloss cover, gloss book inside pages, saddle stitched binding.

**Line Screen:** All graphics must be 300 dpi.

**Cover Ads:** Back, inside front and inside back cover full bleed ads require an extra 1/8" on all sides. Live area for critical information is 7.5" x 10.25."
Acceptable Formats for Art Files

Print-quality **PDF files are preferred**, fonts must be embedded or outlined, **CMYK**, all images must be **300dpi at 100%**. Flattened Photoshop TIFF files at 300 dpi are also accepted.

Color ads must be created in a single color space (CMYK process). RGB colors are not accepted. Spot colors will be converted to process.

PICT, JPEG, GIF and Microsoft Publisher-based files are **NOT** accepted.

**Do NOT include crop marks.**

All advertisements should be submitted as a digital PDF file as an email attachment. Print-ready ads provided in an electronic format must be received exactly to size with no changes needed. Files received not according to specs in size or format may incur additional charges.

Contact your Bowlin-Johannes representative if you need help designing your ad. Design work is at a cost separate from the placement order, billed at $60/hour.

Transport files by compact disc (CD) or e-mail attachment sent to sales@bowlinjohannes.com. Send CDs and print-ready hard-copy ads to our office address.

Specifications for Art for Digital Ads

Digital ads for LaneSeniorServices.org must be submitted electronically via email to sales@bowlinjohannes.com or CD sent to our mailing address. Files should be no larger than 100 KB with 50-70 KB preferred.

A clear, print copy of the electronic ad must be included — this can be delivered with the electronic files, mailed to the mailing address or faxed.

**Content**

Advertiser accepts all responsibility for the use of copyrighted materials.

Keep a backup of all files submitted. The Bowlin-Johannes Group or its agents are not responsible for the loss of or damage to electronic materials. Removable media (compact discs) cannot be returned to the advertiser except by prior agreement.

The Bowlin-Johannes Group reserves the right to reject any ad for any reason.

Published rates do not include ad creation, editing or other manipulation of digital files. The Bowlin-Johannes Group can build an ad for publication in The Guide or a digital ad for LaneSeniorServices.org to your specifications at a cost separate from the placement order.
www.LaneSeniorServices.org

A continuously updated online directory of programs and services available within Lane County for seniors, care providers, social workers, senior centers, medical communities and caregivers. A complete resource to the over-50 market.

Rates

Tile Ads – 100px x 100px
Twelve months......................... $240

Links
Twelve months............................ $120

Specifications for Art Files and Content

Digital ads must be submitted electronically, either via email sent to sales@bowlinjohannes.com or removable media (compact disc). All ads must be ready to use and provided in either jpg, gif or png formats. Animated gifs are acceptable as long as they fall within appropriate size guidelines.

Files should be no larger than 100 KB, with 50-70 KB preferred.

Advertiser accepts all responsibility for the use of copyrighted materials.

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