



2015 CAA Vacation Planner
and 2014-2015 Preseason
Snowmobile Mailer
Advertising Contract

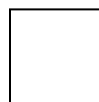
The Central Adirondack Association's 2015 *Double-Down Marketing Discount!*

Buy an ad in both the 2015 CAA Vacation Planner and the 2014-2015 Snowmobile Preseason Mailer and save 10% or 15% off the cost.

		Snow Mobile Preseason Mailer Ads		
		Inside Cover (Front/Back)*	Full Page	1/2 Page
Vacation Planner Ads	Inside Cover (Front/Back)*	\$2290.75 \$2762.50	\$2205.75 \$2677.50	\$2245.50 \$2745.00
	Full Page	\$2120.75 \$2592.50	\$2035.75 \$2507.50	\$2065.50 \$2565.00
	1/2 Page	\$1435.50 \$1732.50	\$1345.50 \$1642.50	\$1255.50 \$1552.5
	1/3 Page	\$1255.50 \$1507.50	\$1165.50 \$1417.50	\$1075.50 \$1327.50
	1/4 Page	\$1075.50 \$1282.50	\$985.50 \$1192.50	\$895.50 \$1102.50
	1/6 Page	\$985.50 \$1170.00	\$895.50 \$1080.00	\$805.50 \$990.00
	1/12 Page	\$787.50 \$922.50	\$697.50 \$832.50	\$607.50 \$742.50

Member Cost	Non-Member Cost
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Save 10%!



Save 15%!



Just mail in the enclosed contracts and we'll take care of the rest!
Don't miss this opportunity to reach more of your customers!

For further information contact: **Laurie Barkauskas** at (315) 369-6983 ext. 23

Vacation Planner Ads & Payment Deadline: November 1st

All checks payable to the CAA

Contracts, Ads & Payments should be mailed to:

Central Adirondack Association, P.O. Box 68, Old Forge, NY 13420

VisitMyAdirondacks.com



2015 CAA Vacation Planner *Advertising Contract*

CAA Vacation Planner, 60,000 copies to be printed

_____ (the buyer) agrees to purchase an advertisement in the
2015 CAA Vacation Planner

<input checked="" type="checkbox"/>	Ad Size	Member COST	Non-Member COST	Ad Dimensions (W x H)
<input type="checkbox"/>	Inside Cover(Front/Back)	\$2195	\$2700	7 1/2" x 9 7/8"
<input type="checkbox"/>	Full Page	\$1995	\$2500	7 1/2" x 9 7/8"
<input type="checkbox"/>	1/2 Page	\$1095	\$1375	7 1/2" x 4 7/8"
<input type="checkbox"/>	1/3 Page	\$895	\$1125	2 3/2" x 9 7/8"
<input type="checkbox"/>	1/4 Page	\$695	\$875	7 1/2" x 3 5/16"
<input type="checkbox"/>	1/6 Page	\$595	\$750	2 3/8" x 4 7/8"
<input type="checkbox"/>	1/12 Page	\$375	\$475	2 3/8" x 2 3/8"

Prices include design & layout of full-color ad.

Business Listing & Advertising Section (select one)

- | | |
|---|--|
| <input type="checkbox"/> Attractions, Activities & Arts | <input type="checkbox"/> Lodging & Campground |
| <input type="checkbox"/> Food & Spirits | <input type="checkbox"/> Professional Services |
| <input type="checkbox"/> Realtor | <input type="checkbox"/> Retailer |

Business: _____ Contact: _____

Mailing Address: _____

City, State/Zip: _____

Physical Location: _____

Phone: _____ Fax: _____

Website: _____ Email: _____

Additional Info: _____

Authorized Signature: _____

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Advertising and Payment Deadline: November 1st | All checks payable to the CAA
Contracts, ads & Payments should be mailed to:
Central Adirondack Association, P.O. Box 68, Old Forge, NY 13420
VisitMyAdirondacks.com



2014-2015 Preseason Snowmobile Mailer
Advertising Contract

2014-2015 Snowmobile Preseason Mailer (Now in Full Color)
15,000 to be printed

_____ (the buyer) agrees to purchase an advertisement in the
2014-2015 Snowmobile Preseason Mailer, issued by the CAA.

<input checked="" type="checkbox"/>	Ad Size	Member COST	Non-Member COST	Ad Dimensions (W x H)
<input type="checkbox"/>	Inside Cover(Front/Back)	\$500	\$550	4 1/2" x 7 1/2"
<input type="checkbox"/>	Full Page	\$400	\$450	4 1/2" x 7 1/2"
<input type="checkbox"/>	1/2 Page	\$300	\$350	4 1/2" x 3 5/8"

Prices include design & layout of full-color ad

Business: _____ Contact: _____

Mailing Address: _____

City, State/Zip: _____

Phone: _____ Fax: _____

Authorized Signature: _____

- Enclosed is last year's ad, please print it the same for 2014-2015
- Copy of new ad will be emailed in pdf format to laurieb@caany.com

For further information contact: **Laurie Barkauskas** at (315) 369-6983 ext. 23
**Advertising and Payment Deadline: August 15th | All checks payable to the CAA
Contracts, ads & Payments should be mailed to:

Central Adirondack Association, P.O. Box 68, Old Forge, NY 13420
VisitMyAdirondacks.com