

# The Carlisle Connection

Reaching Carlisle, Boiling Springs, Mt Holly Springs, Newville

FROM IN THE BAG MARKETING

## Payment & Policies

**Payment:** Minimum 1/2 payment upon receipt, balance due 30 days.

**Space reservation deadline date:** 6-15-2008

**Copy deadline:** 6-15-2008

**Publication date:** 7-2008

**Distribution:** 10,000 full color Connections will be distributed throughout Carlisle, Boilings Springs, Mt Holly Springs, Newville areas.

**Policies:** *In The Bag Marketing* reserves the right to approve ad content and appearance. No cancellations, no refunds after 6-15-2008. All ads must be approved by the advertiser. Once approved, *In The Bag Marketing* is not responsible for errors.

## Ad Information

No additional charge for camera ready ads.

Ad Production Charges:

1/4 & 1/8 Page	1/2 Page	Full Page
\$39.00	\$68.00	\$85.00

Images: Tiff or press ready PDF formats, include all images and fonts

Resolution: Grayscale & CMYK files 300 dpi  
Bitmapped or line art images 1200 dpi

*Ad Pricing above shows first proof design. Additional costs could be incurred depending on edits requested.*

## Contact Information:

Lora Bourgeois • 245-9310 • lorabourgeois@comcast.net  
Linda Dahr, Owner • 766-7930 • 802-0870 • Ldahr@itbmarketing.com

## Sample Ad/Coupon Sizes

1/4 Page Horizontal  
\$195

1 5/8" H x 4 3/4" W

1/4 Page Vertical  
\$195

3 3/8" H x 2 1/4" W

1/8 Page  
\$115

1 5/8" H x 2 1/4" W

Full Page (inside) \$700  
7" H x 4 3/4" W  
Inside Front Cover \$800  
Inside Back Cover \$800  
Back Page \$900

1/2 Page  
\$350

3 3/8" H x 4 3/4" W



[www.itbmarketing.com](http://www.itbmarketing.com)



Linda Dahr, Owner • 766-7930 • Ldahr@itbmarketing.com  
Lora Bourgeois, Carlise Account Executive • 245-9310 • lorabourgeois@comcast.net

## The Carlisle Connection ...

Ad/Coupon information, please check:

- |  |         |  |         |
|--|---------|--|---------|
| <input type="checkbox"/> Eighth Page             | C-\$115 | <input type="checkbox"/> Full Page         | C-\$700 |
| <input type="checkbox"/> Quarter Page Horizontal | C-\$195 | <input type="checkbox"/> Inside Front Page | C-\$800 |
| <input type="checkbox"/> Quarter Page Vertical   | C-\$195 | <input type="checkbox"/> Inside Back Page  | C-\$800 |
| <input type="checkbox"/> Half Page               | C-\$350 | <input type="checkbox"/> Back Page         | C-\$900 |

- I will supply a camera-ready ad with written permission to reproduce  
 I will need a camera ready ad with written permission to use.

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Client Name: \_\_\_\_\_

Client's Phone # \_\_\_\_\_ E-mail \_\_\_\_\_

- I agree to purchase the above ad/coupon in The Carlisle Connection.  
 I understand this is a non-refundable, non-cancelable transaction.

Total amount due: \_\_\_\_\_

Client Signature: \_\_\_\_\_

Payment Method:

- I will mail a check payable to In the Bag Marketing, LLC.

Credit Card:

VISA/MC/Disc Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

- I will call with my credit card information

Signature (required) \_\_\_\_\_

**Please make checks payable to:  
In the Bag Marketing, LLC  
1208 Mitchell Dr  
Mechanicsburg PA 17050**