

# Coast&Kayak Magazine 2012 Insertion Order

## YOUR INFORMATION

Company \_\_\_\_\_

Authorized buyer/agent \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_ Fax \_\_\_\_\_

## PRINT AD INSERTION DETAILS

### 1. Pick an ad size and orientation.

Regular placement			Premium placement		
Item #	Ad size		Item #	Ad size	
<input type="checkbox"/>	008	Full page	<input type="checkbox"/>	001	Back page
<input type="checkbox"/>	009	2/3 page	<input type="checkbox"/>	002	Inside cover full page
<input type="checkbox"/>	010	1/2 page	<input type="checkbox"/>	005	Inside cover 1/2 page
<input type="checkbox"/>	011	1/3 page	<input type="checkbox"/>	006	Request space + 5%
<input type="checkbox"/>	012	1/4 page	006 Options: front R/H, center		
<input type="checkbox"/>	020	1/6 page			
<input type="checkbox"/>	025	1/8 page			
<input type="checkbox"/>	030	1/12 page			
<input type="checkbox"/>	035	1/18 page			
<input type="checkbox"/>	040	Text ad			

### 2. Choose a preferred location (optional / no additional cost)

Tours     New Gear     Instruction  
 Kayak With Comfort (Accommodation)

### 3. Pick the issues.

Winter 2011  
 Spring 2012  
 Summer 2012  
 Fall 2012  
 Winter 2012

### 4. Pick ad change notification

**Your ad will:**  
 Change every issue  
 Remain same all insertions  
 Please remind me prior to every issue by  email  phone

### 5. Pick your website and directory options.

041 Print directory listing, single issue  
 042 Web and print directory package, one year  
 500 Page top banner ad (maximum 12 slots available)  
 505 Website directory listing + Planet Kayak listing  
 510 1/12th page web/print package  
 520 1/6th page web/print package  
 To complete 042, 505, 510 or 520, please fill out the Directory Ad Insertion Order.

### 6. Calculate your cost. Use the Price Guide for prices.

Item # \_\_\_\_\_: \_\_\_\_\_ insertions @ \$ \_\_\_\_\_ = \_\_\_\_\_  
 Item # \_\_\_\_\_: \_\_\_\_\_ insertions @ \$ \_\_\_\_\_ = \_\_\_\_\_  
 Item # 006: \_\_\_\_\_ insertions +5% \_\_\_\_\_ = \_\_\_\_\_  
 + 5% GST (Canada only) \_\_\_\_\_  
 Promotion code: \_\_\_\_\_ TOTAL \_\_\_\_\_

### 7. Terms and conditions

**Terms:** Credit for print ad packages is limited to NET-30 from date of publication's release. Unauthorized late payments will be billed 1.5% per month from date of payment due date. No cancellations are allowed after the advertising deadline. If a package purchase is cancelled prior to completion, the price of the published ads will be pro-rated based on the rate sheet cost of the published advertising purchases. The authorized buyer agrees to purchase the package specified here under these terms.

\_\_\_\_\_

Authorized signature

### 8a. Credit card payment option

Credit card payments are by preauthorization only and will not be accepted for NET-30 payments without a 3% surcharge. Otherwise credit card will be processed at the time of publication printing.

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Expiry \_\_\_\_\_ / \_\_\_\_\_  Visa  M/C

\_\_\_\_\_

Authorized signature

### 8b. Payment destination:

Please make checks (cheques in Canada) payable to:  
 Wild Coast Publishing, PO Box 24 Stn A, Nanaimo, BC, Canada,  
 V9R 5K4

### 9. Fax this form to 1-866-654-1937