

— SANTA —  
**D O W N T O W N**  
 — CRUZ —

**2020-2021 ILLUSTRATED VISITOR MAP ADVERTISER AGREEMENT**

AD DEADLINE: **APRIL 24, 2020**

**Contact Information**

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Business Name \_\_\_\_\_ Phone \_\_\_\_\_

Contact Person \_\_\_\_\_ E-Mail \_\_\_\_\_

**Directory Information – This will appear on the map brochure**

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**Ad Category:**  Eat  Shop  Play  Services

**Directory Listing Name** \_\_\_\_\_

**Street Address, Town** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Label on map to read: (For Display Ads Only)** \_\_\_\_\_

**Payment**

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**Display Ad Rates** (All display advertisers are also included in the directory)

- |   |  |
|---|--|
| <input type="checkbox"/> <b>Border Ad</b> ..... \$750 | <input type="checkbox"/> _____ (number of additional spaces)..... \$700/each |
| <input type="checkbox"/> <b>Inside Ad</b> ..... \$750 | <input type="checkbox"/> <b>Inside Panel</b> .....\$3,000                    |
| .....   | <input type="checkbox"/> <b>Enhanced Directory Listing only</b> .....\$50    |

**Total Price:** \$ \_\_\_\_\_

**PAY NOW**                       **EMAIL INVOICE**

Invoice initiated from SQUARE and titled "Advertising for DTA Map & Directory"

**Agreement Terms**

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- Advertisers placing display ads shall supply a digital advertisement file including all artwork of the advertisement. Art guidelines will be provided to advertisers following receipt of this form and payment.
- Advertiser may cancel their ad up until 7 days before the Ad Deadline for a full refund.
- This map will be published by TourView Maps, LLC (Publisher). All advertisements are published on the representation of the Advertiser. The Advertiser shall indemnify and hold harmless the Publisher, its officers, agents and employees against claims, suits, expenses including legal fees and losses resulting from publication of the contents or appearance of the advertisement, including without limitation claims or suits of libel, violation of right of privacy, copyright infringement, trademark infringement, misuse of branding or plagiarism. The liability of the Publisher shall be limited to amount charged for the Advertisement.

Advertiser Signature \_\_\_\_\_ Date \_\_\_\_\_

**AD SALES CONTACT: MELISA 831-531-7513 melisa@downtownsantacruz.com**