

2007 Southshore Retirement Guide

Charter Advertiser's Reservation Form

Publication date: November 3, 2007

Secure your position as a market leader on the South Shore...

Reach 30,000 local senior citizens, their families and professionals who can refer you in these communities:

Apollo Beach Gibsonton Ruskin Riverview Sun City Center Sun City Parrish

Reach a worldwide audience through our companion web site.

Visit us at www.southShoreRetirement.com

Advertising Rates—All ads include FREE 4 color

SPONSORSHIPS/ PREFERRED POSITIONS

RATE	Includes
Gold	\$3,000 Front cover Logo & outside back cover ad
Silver	\$2,000 Inside front cover or 1 st text page
Bronze	\$1,000 Full page ad, first page of category

ADVERTORIALS

News-style stories about your company

One page:	\$1,500
Two pages:	\$2,700

STANDARD RATES -- FREE directory & web site listing for all ads banner or larger

Size	Dimensions	Cost	Size	Dimensions	Cost
Full page	4 ⁷ / ₈ x 7 ³ / ₄ "	\$895	Sixth Page	2 ¹ / ₄ x 2 ¹ / ₂ "	\$210
Half page H/V	4 ⁷ / ₈ x 3 ³ / ₄ /2 ³ / ₈ x 7 ³ / ₄ "	\$575	Twelfth Page	1 x 2 ¹ / ₂ "	\$105
1/4 page H/V	4 ⁷ / ₈ x 1 ³ / ₄ /2 ³ / ₈ x 3 ⁵ / ₈ "	\$325	Listings		\$50
Business card	3 x 2 ¹ / ₂ "	\$250	(35 word description of your firm + contact information.)		

Note: page size of this directory is 5-1/2x8-1/2"

Advertiser _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ - _____ - _____ Fax: _____ - _____ - _____ include in listing

Email: _____ include in listing

Web site: _____ include in listing

Position Request: _____

Signed by: _____

Ad Size _____

Cost: \$ _____

Enclosed: \$ _____

Balance \$ _____

Listing Copy: Category: _____ Description: (35 words.) _____

Return Form to The Business Solution Group, 4411 Bee Ridge Rd., Sarasota FL 34233

Ph. 941-870-3523 / Fax: 870-2699

• Info@businesssolutiongroup.com • www.businesssolutiongroup.com

Please see reverse side for important information.

2007 Southshore Retirement Guide

The Essential Guidebook to services, products and activities for Living The Good Life on Tampa Bay's South Shore

DEADLINES—all dates 2007

- July 16 Early Reservations Close—reserve & pay for 10% off
- September 21— Space Reservations close
- September 28 – Final Copy & Payment Due
- November 15 -- Publication

All copy, and payment in full, must be received by September 28, 2007. Please make checks payable to The Business Solution Group. Send reservation, payments and artwork to the addresses below. Please include a copy of this form. A finance charge of 1.5% will be added to overdue accounts. Five (5) percent discount for check with order prior to September 21, 2007

Artwork: The advertiser must provide camera-ready artwork sized to the dimensions in this contract. “Camera ready” ads may be supplied as “hardcopy” of sufficient quality for reproduction, film negatives or electronically. Acceptable electronic formats: EPS, PDF, Quark (5.0 or earlier) or PageMaker (6.5 or earlier). Electronic ads may be supplied on CD, floppy, Zip disk or by e-mail to Southshore@BusinessSolutionGroup.com. If not familiar with preparation of electronic files for publication, please request our technical instruction advisory. **Ads for which copy is not provided by the deadline are subject to cancellation without refund.**

Ad design, corrections and creative services, as well as film output, scans and all other production services are available from the publisher. Call for a quotation.

Copyright: Advertiser warrants that material submitted for publication does not violate any copyrights and agrees to indemnify The Business Solution Group against copyright infringement claims arising from publication of said advertising. Advertiser is responsible for meeting all regulatory requirements governing advertising in its industry.

Display Ads: Publisher will not be responsible for typos or other errors in a camera-ready ad supplied by the advertiser. Proofs of camera-ready ads by request only. The advertiser agrees to pay advertising charges in full by the due dates listed here. Publisher reserves the right to approve advertisements submitted for publication.

Positions: Publisher will endeavor to accommodate position requests, but only premium positions are guaranteed when paid in full. Position requests will be considered on a first-come, first-served basis, with preference given to advertisers making the earliest paid-in-full reservation. Publication of advertising cannot be guaranteed until paid in full. All advertising must be submitted and paid in full on or before September 28 in order for advertisement to be placed in publication and/or above-mentioned web site. Free color offer for ½ page & larger ads subject to availability and, except for premium positions, limited to positions of publisher’s choice.

Proofs: A proof of your *listing* will be faxed or emailed to you with a date for approval. Proofs not returned by that date will be assumed correct. Please provide a fax number and/or email address, and indicate if you want them published or not..

Cancellation: Ads cancelled after September 21 will be charged a 50% penalty. Ads may not be cancelled after September 28. Any claims for errors must be submitted within 30 days of the Directory’s initial distribution.

Contact: Peter Baxter **The Business Solution Group**
4411 Bee Ridge Rd #195, Sarasota FL 34233
941-870-3523 • Toll Free: 888-697-9562 • 941-870-2699 (Fax)
E-mail: Southshore@BusinessSolutionGroup.com
www.businesssolutiongroup.com