



A walking tour of private homes to benefit Historic Salem, Inc.

Preview: Fri., December 4th 5:30 PM to 7:30 PM

Tour days: Sat., December 5th 10:00 AM to 4:30 PM Sun., December 6th 11:30 AM to 4:30 PM

2009 CHRISTMAS IN SALEM HOUSE TOUR GUIDEBOOK ADVERTISING CONTRACT

Historic Salem, Inc. agrees to print the advertisement of the undersigned in its Christmas in Salem Guidebook:

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Advertiser: \_\_\_\_\_ Fax: \_\_\_\_\_ Address: \_\_\_\_\_ Email: \_\_\_\_\_

HISTORIC SALEM IS PLEASED TO OFFER A 10% DISCOUNT TO ALL ADVERTISERS WHO RETURN A SIGNED CONTRACT WITH PAYMENT BY AUGUST 15, 2009

Advertisement Size

- ( ) Full Page 4 5/8" W x 7 1/2" \$300.00 (includes two tickets) ( ) Half Page 4 5/8" W x 3 5/8" H or 2 1/4"W x 7 1/2" H \$175.00 (includes one ticket) ( ) Quarter Page 4 5/8" w x 1 3/4" H or 2 1/4" W x 3 5/8" \$100.00 ( ) Cover (Inside Front or Back) 4 5/8" W x 7 1/2" H \$500.00 (includes two tickets)

Advertiser's Instructions

- ( ) Repeat last year's copy as attached ( ) Repeat last year's copy with changes noted on attached ad ( ) New copy attached ( ) New copy to be delivered on or before October 9th ( ) Return artwork and photos ( ) Special Instructions

Extra charges - Set-up charges for any changes to be prepared by printer to old or new copy will be at cost to advertiser, \$50 minimum.

Copy deadline - ALL copy MUST be received by Friday, October 10th or Historic Salem, Inc. will have the right to insert the name and address of another advertiser in the space reserved.

All printing by offset - 133-line screen. Deliver black and white camera ready art (exact size) or mechanical with black and white glossy photos, if used. Zip disks, floppy disks and CDs can be submitted in QuarkXpress, Photoshop, Illustrator, or Freehand. Pagemaker will be accepted in Macintosh format only. Macintosh fonts must be included. If working with PC-based software, imbed type or a substitute font will be used. Typesetting, screens, solids, reverse prints will be billed to advertiser. Prices furnished upon request.

**Please sign, date and return this contract with your advertising copy and check made payable to:  
Historic Salem, Inc., P.O. Box 865, Salem, MA 01970  
NO LATER THAN MONDAY, SEPTEMBER 14, 2009  
2009 CHRISTMAS IN SALEM HOUSE TOUR GUIDEBOOK ADVERTISING CONTRACT**

If you would prefer to use **VISA or MASTERCARD**, please provide the following information:

Type of card: \_\_\_\_\_

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

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

Expiration date: \_\_\_\_\_

Authorized  
signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Ticket purchases:**

Tickets at the advance purchase price of \$25.00 may be ordered by indicating the quantity below and including a separate check made payable to Historic Salem, Inc. Same day tickets are \$30.00.

Please send \_\_\_\_\_ tickets to the contact name and address as shown on the front of this contract. Enclosed is a separate check in the amount of \$\_\_\_\_\_.

Advance tickets may also be purchased at [www.historicsalem.org](http://www.historicsalem.org).

**Historic Salem, Inc. appreciates your support.**