



# PURCHASE ORDER

## ENGLISH and FRENCH TRAVEL GUIDES 2010 Editions

Client Purchase Order:

<b>*Organization / Business:</b>			
<b>Name of advertiser:</b>			
<b>Address:</b>		<b>*City:</b>	
<b>*Local Address</b>			
<i>(if different than mailing address)</i>			
<b>Province:</b>		<b>Postal code:</b>	
<b>*Tel.:</b>		<b>Fax:</b>	
<b>*Toll Free:</b>			
<i>(must be functional in Quebec)</i>			
<b>*E-mail:</b>			
<b>*Website:</b>			
<b>Authorized Contact:</b>			
<b>Contact E-mail:</b>			

\* Information to be displayed in guide

### RESERVATION / ADVERTISING

	FRENCH GUIDE	ENGLISH GUIDE	COMBO FR+ENG
Basic listing – 2010 Guide with link on website and e-guide .....	\$100 <input type="checkbox"/>	\$100 <input type="checkbox"/>	\$190 <input type="checkbox"/>
Enhanced listing – 2010 Guide with link on website and e-guide .....	\$385 <input type="checkbox"/>	\$385 <input type="checkbox"/>	\$735 <input type="checkbox"/>
**E-Guide: Audio (insert ready).....	\$300 <input type="checkbox"/>	\$300 <input type="checkbox"/>	\$570 <input type="checkbox"/>
**E-Guide: Audio (camera ready) .....	\$500 <input type="checkbox"/>	\$500 <input type="checkbox"/>	\$950 <input type="checkbox"/>
*1/4 page .....	\$995 <input type="checkbox"/>	\$995 <input type="checkbox"/>	\$1 890 <input type="checkbox"/>
*1/2 page .....	\$1 850 <input type="checkbox"/>	\$1 850 <input type="checkbox"/>	\$3 515 <input type="checkbox"/>
*Full page.....	\$3 100 <input type="checkbox"/>	\$3 100 <input type="checkbox"/>	\$5 890 <input type="checkbox"/>
*Outside Front Page Flap.....	\$7 500 <input type="checkbox"/>	\$7 500 <input type="checkbox"/>	\$14 250 <input type="checkbox"/>
*Inside Front Page Flap .....	\$5 500 <input type="checkbox"/>	\$5 500 <input type="checkbox"/>	\$10 450 <input type="checkbox"/>
*Inside Front Page.....	\$6 500 <input type="checkbox"/>	\$6 500 <input type="checkbox"/>	\$12 350 <input type="checkbox"/>
*Inside Back Page .....	\$4 500 <input type="checkbox"/>	\$4 500 <input type="checkbox"/>	\$8 550 <input type="checkbox"/>
*Back Page Cover .....	\$12 500 <input type="checkbox"/>	\$12 500 <input type="checkbox"/>	\$23 750 <input type="checkbox"/>

BILLING		LAYOUT FEES	TECHNICAL REQUIREMENTS	FTP SITE
Price	\$	Advertising: *1/4 page – \$95 *1/2 page – \$175 *Full page – \$250  Audio/Video: **Translation and vocals – \$100	Submit your files in High Quality PDF format, CMYK, with embedded fonts.  Photos should have a minimum of 300 dpi.	http://ftp://pub1@208.101.68.115 or ftp://208.101.68.115 User name: pub1 Password: 2007 Folder: Direction Ontario  After uploading your files, please advise our sales representative.
Layout fee	\$			
Translation/ Audio/Video	\$			
Sub-total	\$	Please e-mail the production material to <a href="mailto:lise.caron@directionontario.ca">lise.caron@directionontario.ca</a> if less than 5 MB; or upload your file on the Direction Ontario ftp site. See deadlines below.		
GST (5%)	\$			
<b>TOTAL</b>	\$			

### DEADLINES

**2010 FRENCH and ENGLISH Travel Guides**  
**RESERVATION by purchase order – October 15, 2009**  
**AD MATERIAL – October 20, 2009**  
 BILLING – December 1, 2009

For more information, contact Lise Caron at [lise.caron@directionontario.ca](mailto:lise.caron@directionontario.ca) or 1-877-684-6673 ext. 115

- I accept that *Direction Ontario* reserve the advertising space as mentioned above.
- I will supply the necessary information and material for the advertising production, according to the organization's technical requirements and deadlines.

Print name: \_\_\_\_\_

Insert signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return this completed purchase order by e-mail to [lise.caron@directionontario.ca](mailto:lise.caron@directionontario.ca) or fax to 705-335-8565.**  
**Direction Ontario**, 129 Ash St., P.O. Box 190, Kapuskasing, ON P5N 2Y3 Tel.: 705-335-2207 / 1-877-684-6673

To learn more about Direction Ontario and its projects, please visit: <http://www.directionontario.ca/bio.cfm>