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Email to thowell@cvbia.com

SHOW GUIDE ADVERTISING AGREEMENT

Show Dates Jan. 20 & 21

This is a contract between Coastal Virginia Building Industry Association (CVBIA) and: (Legal Business Name)

Company:

Billing Address:

City: State: Zip:

Contact: Phone: Fax:

Email address (required):

AD GUIDE: Please reserve the following ad space.
List of ad options: Inside Back Cover \$800, Back Cover \$1,000-TAKEN, Full Page \$575, 1/2 page horizontal \$300, Special Position (Additional \$100) (specify):
Special Instructions:
CVBIA Members Receive 10% Discount on Full Price Ads Excludes business card size
Special! Limited Space Available Exhibitors Only (no other discounts apply)
Business Card Size \$175
**Reservation deadline is Tues. 12/19/23- Camera ready ads are due by Fri. Jan. 5, 2024

Total Due: \$ Check if Exhibitor Check if CVBIA Member

*Authorized by: Signature Date:

Print Name:

Accepted by (CVBIA Rep): Title:

*Authorizer is ultimately responsible for all advertising charges, if any legal steps are taken to retrieve this indebtedness, all costs will be advertiser's expense, including reasonable attorney's fees. Authorizer also knows that they have read and understands the general terms on page 2.

** Space is limited





General Terms

The Publisher reserves the right to edit and/or refuse any advertisement it may consider unsuitable for any reason. All advertisements are accepted upon representation that advertiser is authorized to publish the entire contents and subject matter offered. Advertiser agrees to indemnify and hold harmless Publisher against loss, damage, cost and expense which Publisher may incur, or become liable for, by reason of any and all claims or actions for libel, violation of any right of privacy, plagiarism, copyright infringement, and any and all claims of any kind or nature in connection with advertising matter published pursuant to this Agreement.

Publisher shall have no liability whatsoever in the event of any act of God, the public enemy or government authority, labor dispute, war, civil disobedience, riot, Printer service failure, or other occurrences beyond its control which shall in any way restrict or prevent the distribution of the MAHOL 2024 show guide.

Publishers shall have no liability whatsoever, by reason of any errors, failure to publish advertising on desired dates, omissions or additions to advertisement; provided, however, that Publisher shall be obligated to adjust or rebate the charge on any advertisement or any portion of an advertisement which has been materially affected by any error of Publisher.

Advertisers are responsible for the full payment of advertisements once under contract, including advertising cancelled after reservation deadline. If any legal steps are taken to retrieve this indebtedness, all costs will be at advertiser's expense, including reasonable attorney's fees.

Payment in full is due by Jan. 5, 2024.

Checks should be made payable to:

Coastal Virginia Building Industry Association
5041 Corporate Woods Dr S245
Virginia Beach, VA 23462

For credit card payments contact Dee Fain at CVBIA 757-305-9017.

For more information call Teresa Howell, CVBIA Staff Vice President, (757) 305-9062 or email thowell@cvbia.com.



Printed Show Guide Specifications

Ad Image Area Dimensions

Standard units (width x depth in inches)

Full page (Includes Covers): 7.5 x 10

1/2 page horizontal: 7.5 x 4.88

Business card: 3.075 x 2

Acceptable Digital Formats

- **Platforms:** Macintosh or PC
- **File Formats:** Press optimized PDF or EPS
- **On the disk:** In addition to the print file, include separate folders for: Links, FPO's, fonts and a publication report.
- **Comps, ads:** CMYK process inks will be used.
- **When creating solid black areas:** 1/4" x 1/4" or larger, please make these areas "rich black." The color formula for "rich black" is 100 Black, 40 Cyan, 20 Magenta, and 30 Yellow.
- **All type should be 100% black.**

Ad Specifications

- **Trim size:** The magazine trims to 8.375 inches wide by 10.875 inches high.
- **Image area:** For all live materials, the image area is 7.5 inches wide by 10 inches high. Keep all text 1/4 inch from trim on all sides of bleed ads! Allow additional 1/4 inch of image on sides that bleed beyond trim. The ad provided must conform to space purchased or publisher reserved the right to adjust size.
- **Magazine specs:** The magazine is printed on a web press, using process (CMYK) inks and coated paper. It is saddle-stitched.
- **Color matches:** Exact color matches cannot be guaranteed with process inks.
- **Comps:** Must accompany digital media. See comp instructions below.
- **Printing:** Web, offset, screen-built process inks, coated text/cover.
- **Art accepted:** Digital
- **Ad design fee:** \$100
Additional charges apply to excessive advertiser-requested proofs or complicated ad design.
- **Add \$100 for guaranteed position** (i.e.: proximity to specific editorial, right hand read)