

Thank you for joining our advertising family. We strive to make your relationship with GPS enjoyable and rewarding.

Attractive ads are requested of all advertisers to maintain the luxury image and quality brand of our upscale advertisers and GPS-Magazine. We reserve the right to decline any unsuitable advertising, or multimedia components.

Advertisers signify their agreement to the terms and conditions described in the **GPS Advertising Agreement & Contract** and the **GPS Media Guide** by submitting their signed advertising contract, insertion order, and / or art materials. Submitting art materials acknowledges a binding agreement to pay for advertising. Payment is due the first day of the month in which the ad runs in each issue.

For your convenience, the GPS Advertising & Marketing Group is available to assist in your promotional campaign. GPS ad designers, photographers, writers, designers, and innovative technology will help promote your firm cost-effectively in the trendy American market. These services are affordably priced under market rates.

**AD SPECIFICATIONS**

- ♦ **Required: Hi-Res Digital Files Only – .PDF Files at 300 dpi or Higher**
  - Although fonts are embedded when making the .PDF, it is always a good precaution to send the fonts.
  - Full page bleed ads in .PDF must include crop marks and bleed allowance
- ♦ **Submitting Art Materials** options: (1.) on CD is preferable (2.) Upload (3.) Email only if the file is under 7 MB
- ♦ **Hard Copy Proof is Required** to verify your font, color, images, and display expectations
- ♦ **All ads must be in CMYK color mode.** No spot, Pantone or RGB colors
- ♦ **There is a Fee for Completing Unfinished or Incorrect Ad Materials Submitted**

**AD DEADLINES**

**Ad Space Reservation Deadline:** Indicated on Contract, under 'Advertising Order'  
**Ad Materials Deadline:** Due 30 days prior to the first day of the publication month (example: Due February 1<sup>st</sup> for March Issue)

**ADVERTISING DIMENSIONS**

<b>Trim Size</b>	8-1/2" x 10-7/8"	<b>2-Page Spread</b> (includes 1/8" bleed allowance)	17-1/4" x 11-1/8"
<b>Full Page</b>	7-1/2" x 9-7/8"	<b>Full Page Bleed</b> (includes 1/8" bleed allowance)	8-3/4" x 11-1/8"
<b>Half Page - Horizontal</b>	7-1/2" x 4-7/8"	<b>Half Page-Vertical</b>	3-5/8" x 9-7/8"
<b>1/3 Page - Vertical / Right Pg</b>	2-3/4" x 9-7/8"	<b>1/5 Page Showcase Ads*</b> - Vertical Hi Res.JPG Photo	2-3/8" x 3-1/4"

\* **Showcase Ads** – No ad design cost is incurred. Simply provide a 300 dpi (high resolution) 2-3/8" x 3-1/4 " digital photo and provide very brief copy (contact information and a short phrase about your product or service). Showcase ads are attractively set up 5 ads to a page. A variety of a Showcase ad samples are available on the website, [www.GPS-Magazine.com](http://www.GPS-Magazine.com) Click on our "Advertising" tab.

**Payment**

- ♦ **Checks Acceptable for Payment in US Dollars, Credit Cards** (American Express, Master Card, Visa), or **PayPal**
  - **Checks Payable** to GPS-Magazine
- ♦ **Payment Due:** With Art Materials Submitted for Each Issue.
  - Copies of the Magazine Featuring Your Ads Are Mailed to You After Publication
  - **Late Payment Penalty:** Unpaid Balance Incurs a 2% Monthly Fee, Effective the 30<sup>th</sup> Day After Due Date. Discounts, Agency Fees, and Special Rates Are Forfeited on Past Due Accounts



## 2008-2009 ADVERTISING CONTRACT

MULTIMEDIA TRAVEL MAGAZINE FOR GLOBAL PATIENT SERVICES

**X** \_\_\_\_\_

**Advertiser** Bill to Advertiser:

**Contact** Contact for Copy:

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City / State / Zip / Country

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

**X** \_\_\_\_\_

**Agency** Bill to Agency:

**Contact** Contact for Copy:

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City / State / Zip / Country

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

ADVERTISING ORDER				
ISSUE	DEADLINE	AD SIZE	SPECIAL POSITION OR ORDER	RATE
Dec/Jan'09	Nov 10, 2008			\$
Feb	Dec 29, 2008			\$
March	Jan 26, 2009			\$
April	Feb 23, 2009			\$
May	Mar 25, 2009			\$
June	Apr 24, 2009			\$
Jul - Aug	May 25, 2009			\$
Sept	Jul 24, 2009			\$
Oct	Aug 24, 2009			\$
Nov	Sep 24, 2009			\$
Dec/Jan'10	Oct, 26, 2009			\$
<b>TOTAL</b>				<b>\$ _____</b>

**Send Payment & All Ad Materials To**

Lee Armstrong, CEO & Publisher  
 GPS-Magazine  
 PO Box 874, Elon, NC 27244-0874  
**Atlanta: (404) 355-1492 Fax: (708) 350-1492**  
[Lee@GPS-Magazine.com](mailto:Lee@GPS-Magazine.com)

**Payment, Late Fees, Cancellation Policy**

**US Currency Checks Accepted** Payable To: GPS-Magazine  
*We Also Accept:* American Express, Visa, Master Card, and PayPal  
**Payment Due: With Art Materials Submitted for Each Issue**  
 After 30 days, unpaid balances incur a 2% monthly fee, and discount rates are forfeited. \* Premium Space is Non-Cancelable \*

**Mechanical Requirements: Digital Files Only** Hi-res .pdf files - 300 dpi or higher required. Submit art materials on CD (preferred), by email, or upload / FTP service. Ads must be in CMYK color mode. **Color Hard Copy Proof Required**

**X** \_\_\_\_\_  
 GPS Advertising Manager

\* \_\_\_\_\_  
 Print Name of Authorized Signer

\_\_\_\_\_  
 Lee Armstrong, CEO-Publisher, GPS-Magazine Date  
[www.GPS-Magazine.com](http://www.GPS-Magazine.com)

**X** \_\_\_\_\_  
 Authorized Signature Date