



CLIENT CONTACT INFORMATION

Name: _____ Phone: _____
 Company: _____ Cell: _____
 Mailing Address: _____ Fax: _____
 City, State, Zip: _____ Email: _____

TYPE OF ADVERTISING DESIRED

X	Cost	Description	X	Cost	Description
	\$575	Building, Signage & Caricature		\$775	Balloon, Sign & Caricature (limit 2 per map)
	\$475	Building & Signage		\$675	Balloon & Sign (limit 2 per map)
	\$550	Vehicle, Signage & Caricature		\$675	Plane or Glider pulling a banner (limit 2 per map)
	\$450	Vehicle & Signage		\$675	Blimp pulling a Banner (limit 2 per map)
	\$350	Billboard/Sign & Caricature		\$Call	Other - Create your Own! Describe below
	\$300	Billboard/Sign			

IF YOU CHOOSE TO CREATE YOUR OWN AD – PLEASE DESCRIBE HERE

YOUR ADVERTISEMENT DETAILS – PLEASE BE SPECIFIC AND WRITE NEATLY!

Company Colors: If applicable

Content to be placed on signage

Note: It is required that your logo art is a high resolution digital file, EPS, TIFF or PSD format. If you do not have original art, our artists can recreate your logo for a minimal fee. We can also scan in a printed piece, then enhance.

Do you have a Logo to use =
 Company Name =
 Tag Line =
 Phone Number =
 City =
 Web Address =

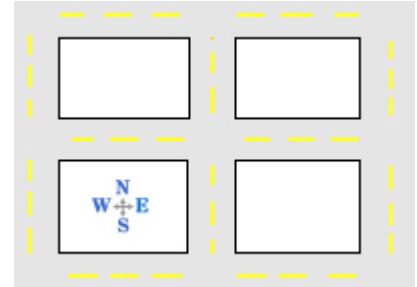
Please write any additional information about your ad here!

Preference of Ad location or area on the map - if different from your mailing address, or if you choose an air plane, balloon, blimp or billboard/sign ad – non physical addresses

Sonoma Wine Map

Building Orientation – Street name, nearest cross streets, mark your location with an “X” on diagram below

Additional location description space:



If you have chosen to have a caricature in your ad, what would you like it to be doing?

Example: Waving, holding a sign, holding a plate of food, holding a glass of wine, etc.

Photography: Do you need our photographer to take pictures for your ad or will you be mailing or emailing photos?

Photography Requirements:

- ~ **Caricature** – 4 shots total: Full body shot, ¾ view of full body, Close-up of face, ¾ view close-up of face.
- ~ **Buildings:** Front of building, right and left side of building.
- ~ **Vehicles:** Front, back, right and left side
- ~ **Signs:** If you have a sign that you would like to use, snap a photo, we can use that and enhance it for your ad signage

Any Additional Details you might want to add

Signage Samples – All signs will be approximately 1.5” width and are quite legible at that size



How would you like to receive your Ad Proof? Note: Once proof is approved, final payment is due

Email?	YES / NO	Email address?	
Regular Mail?	YES / NO	Mailing Address?	
View online?	YES / NO	Web Address =	www.SonomaWineMap.com/YourCompanyName



PRODUCTION PROCESS

Process:

Once we receive your content specifications, signed contract and payment, we will begin creating your Ad illustration work.

The initial proof presentation will include one concept design consisting of your complete Ad illustration based on the content you provided us. This will be presented as a digital JPEG file that can be sent to you via email, regular mail or viewed online at www.SonomaWineMap.com/YourCompanyName. If you are happy with your ad design, please sign & date the proof and return it to your representative.

If applicable, the second presentation will include any revisions to the preferred design direction and/or content. Once approved, this now becomes the "final art" that will be placed on the map.

Please note: This proposal allows for the first round of minor revisions to the design direction/copy after the initial presentation. Any additional changes after approvals will result in additional fees (see terms).

NOTE: All content written by client on this contract will be use for your advertisement, please be very specific, detailed and write legibly.

TERMS

Project Specifications, Estimates and Revisions

Project cost and expenses are based upon the project specifications provided by the client as on this date and are subject to review if specifications are changed. This estimate/contract includes 1 round of client revisions. Additional revisions will be billed separately in the form of a "Change Order" that will need to be signed and approved by both **MapCo Marketing/Sonoma Wine Map** and client. Overdue accounts are subject to 1.5% per month service charge.

Payment Terms

50% payment of total project estimate is due at the initiation of the project. Final payment is due upon completion and approval of your proof. Any additional fees accrued during the project will be due upon delivery of final product.

Artwork and Ownership

Sonoma Wine Map/Mapco Marketing retains ownership of all original artwork, whether preliminary or final. Client may elect to purchase artwork upon completion of project for personal use or advertising purposes. The cost for this artwork may vary depending on the complexity of the illustration.

Approvals/AC's

Client approval is required at various phases of the project in order to move forward. If these approvals are delayed by the client, **MapCo Marketing/Sonoma Wine Map** cannot be held responsible for missed deadlines caused by such delays.

Proofreading

Client is responsible for final content proofreading before proceeding with final production. **MapCo Marketing/Sonoma Wine Map** will not be responsible for proofing prior to final execution of project. If the client requests changes after approvals have been given, the client will be billed additionally for any work performed. Before proceeding with any changes, the client will be notified of the estimated charges for approval if amount is above the 10% contingency.

Trademarks

All trademark research and validation will be the responsibility of the client. **MapCo Marketing/Sonoma Wine Map** will not be held liable for any trademark infringements both current and/or future as a result of the work produced as outlined in this proposal.

Cancellation

If the client for **any reason** cancels the project, the client will be billed for all work completed to date, including all expenses incurred.

The undersigned agrees to the project fees and project terms listed above and gives approval to proceed.

APROVALS

**Please sign, date and make check payable to: MapCo Marketing
Fax, mail or hand to your representative page 3 of this contract**

Client Signature Date

Company Name

Will you be giving your payment to our Representative today?	YES / NO	Amount:	\$
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