

To reserve your spot in the Northern Colorado **Paw Pages**, please provide the information requested below and:  
 ☛ fax to (866) 482-5055, or ☛ mail to Colorado Paw Pages, PO Box 1244, Fort Collins, CO 80522-1244  
 (Prefer to pay with a credit card? Send us your completed form, call Jeff at 970-219-0213, and we'll e-mail you a PayPal invoice.)

**Business name:** \_\_\_\_\_ **Representative and title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone number(s):** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Advertising agency (if applicable):** \_\_\_\_\_ **Contact info:** \_\_\_\_\_

**Step 1:**  
 Choose  
 the size of  
 your ad  
 or listing:

AD RATES		
AD SIZE	PRICE	Mark boxes that apply
<b>Regular listing</b> (includes 2 lines of B&W text)	\$175	
<b>Bold listing</b> (includes single spot color for bolded header, + 1 free extra line)	\$275	
<b>Sixteenth page</b> (full-color display ad, + 1 free bold listing)	\$495	
<b>Eighth page</b> (full-color display ad, + 1 free bold listing)	\$995	
<b>Quarter page</b> (full-color display ad, + 2 free bold listings)	\$1,495	
<b>Half page</b> (full-color display ad, + 3 free bold listings + <b>free map ad*</b> )	\$1,995	
<b>Full page</b> (full-color display ad, + 5 free bold listings + <b>free map ad*</b> ) <small>** To guarantee placement within first 10 pages, add \$250 to price at right</small>	\$2,995 **	
<b>Back cover</b> (full-color display ad, + 5 free bold listings + <b>free map ad*</b> )	SOLD	
<b>Inside front cover or inside back cover</b> (full-color display ad, + 5 free bold listings + <b>free map ad*</b> )	\$3,495	
<b>Double-page spread</b> (full-color display ad, + 5 free bold listings + <b>free map ad*</b> )	\$4,995	
<small>* map ads available while supplies last</small>		
<small>All display ads include at least 1 free bold listing. Additional bold listings are available to display advertisers at half price.</small>		<small># of additional listings:</small>

**Step 2:**  
 Will Colorado  
 Paw Pages be  
 creating your  
 display ad?

AD-CREATION FEES*		
<small>(One-time fee)</small>		
AD SIZE	PRICE	Mark boxes that apply
Sixteenth page	\$75	
Eighth page	\$85	
Quarter page	\$100	
Half page	\$175	
Full page	\$250	
2-page spread	\$350	

*\* Clients supplying their own ad files must submit their artwork at least 10 business days before the ad-copy deadline or risk forfeiture of deposit and loss of space in directory.*

**Step 3:**  
 Insert balance  
 totals from  
 Steps 1 & 2

INVESTMENT OPTIONS	
<b>PLAN A</b>	Investment in full up front = <b>5% discount (1 discount per ad order)</b>
<b>Balance from Step 1 = _____</b>	<b>Balance from Step 2 = _____</b>
<b>Total of 2 balances above = _____</b>	
<b>Subtract 5% if paying in full, new total balance = _____</b>	
<b>PLAN B</b>	(1/2 investment up front, remainder of balance upon proof)
<b>Balance from Step 1 = _____</b>	<b>Balance from Step 2 = _____</b>
<b>Total of 2 balances above = _____</b>	
<b>Half of balance, due up front = _____</b>	
<i>Please make checks payable to Colorado Paw Pages and mail to the address found at the top of this form.</i>	

**Signature:** \_\_\_\_\_ **Printed name:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**The advertiser's signatory has full power and is duly authorized to execute this contract on behalf of himself or herself, or in the event such signatory is acting on behalf of a partnership, corporation or trust, the signatory has the power and authority to bind such entity.**

**TERMS AND CONDITIONS:**

Upon execution of this Contract by client, this Contract is binding. If the advertiser defaults in any terms and conditions of this contract, including but not limited to timely payment of all amounts owed, the publisher is not obligated to process or run any ads contracted for subsequent to the default. A deposit of 50 percent of total cost is due with order, and the balance is due in full at the time of proofing. All advertising must be paid for by check or money order (payable to Colorado Paw Pages and mailed to the address above), or credit card. Service charges of 2 percent compounded monthly will be assessed on any outstanding amounts owed. Publisher reserves the right to reject any and all material not in keeping with its publication standards, whether such standards are written or not. The Publisher makes no judgment as to claims of products or services advertised. The positioning of advertisements is at the discretion of the Publisher, except when the Publisher acknowledges a specific placement in writing. Advertisements are accepted upon the representation that the Advertiser and their agencies are authorized to publish the contents thereof. An authorized company representative must sign the Advertising Insertion Order. Advertiser agrees and acknowledges the responsibility to meet ad-copy deadlines. Failure of advertiser to meet ad-copy deadlines will not excuse payments owed Publisher of any amounts set forth in this contract. **COLLECTION FEES:** Any fees and costs charged for collection of a debt will be added to the total amount due to the Publisher by the Advertiser. If the advertiser's check is returned by bank due to insufficient funds or for any other reason, a charge of \$35 will be added. Advertiser shall also be liable for all costs of collections if account becomes delinquent. **CANCELLATION POLICIES:** Cancellations are allowed up to three business days following order confirmation (hereinafter called the "cancellation period") and will only be accepted in writing. The cancellation period begins to run when Publisher receives a hard copy or a facsimile copy of the signed order from Advertiser. After the cancellation period, Publisher reserves the right to charge a cancellation fee of half the ad rate. **ACCEPTANCE:** Advertiser's acceptance of this Advertising Insertion Order occurs and becomes a binding contract when it is signed and dated by the Advertiser, and furnished to the Publisher. **FORCE MAJEURE:** Publisher shall not be liable for any loss or damage arising from error, late publication, non-publication due to default by third parties or "Acts of God." Publisher will not, in any event, be held liable for any error that occurs with an Advertiser's ad once the advertiser or his representative has approved a final proof. Advertisers will indemnify, defend and hold harmless the Publisher from any claims and all loss, expense, or liability arising out of the publication of any Advertising copy. **LITIGATION AND COSTS:** If Publisher begins any legal proceeding to enforce this agreement, or any provision of it, the Publisher shall be entitled to recover its attorney's fees and costs from the Advertiser. Advertiser agrees that in the event Publisher is forced to litigate to enforce compliance with this Contract, jurisdiction and venue lie in Larimer County, Colorado.