



**GO** is a bright, colorful magazine published twice annually by the Pennsylvania Great Outdoors Visitors Bureau.

- Available free to travelers through interstate and turn pike rest stops, hotels, visitor centers, and popular destinations in Jefferson, Elk, Clarion, Forest, and Cameron Counties.
- 35,000 copies of the Spring/Summer issue and 35,000 copies of the Fall/Winter issue are printed and distributed.
- Includes fun articles and photos, interviews, travel tips, events, and more.
- A visitor favorite – many request each issue!
- The interactive digital version of the magazine is available on our website at VisitPAGO.com.

**Confirm your issue below and your ad size at right:**

\_\_\_\_\_ **Fall/Winter** - deadline July 12, 2019  
Circulates September - December

Complete and sign this contract and email it to Beth Exley at [Beth@VisitPAGO.com](mailto:Beth@VisitPAGO.com) or call (814) 849-5197 by July 12 to hold your space. Premium positions sold first come, first served.

If you have an ad prepared, email the high-resolution PDF, JPEG, or EPS file to Julia Kapp at [JKapp@SenecaPrintingExpress.com](mailto:JKapp@SenecaPrintingExpress.com) by July 13 or call (814) 437-5364. Design services are included in your ad purchase if desired.

Business Name \_\_\_\_\_

Contact \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

TOTAL COST \_\_\_\_\_



**Questions?**

Please contact Beth Exley at [Beth@VisitPAGO.com](mailto:Beth@VisitPAGO.com) or (814) 849-5197.  
2801 Maplevale Rd, Brookville, PA 15825  
Fax (814) 849-1969



<input type="checkbox"/> <b>Full Page</b> 8 3/8" x 10 7/8" <input type="checkbox"/> Interior \$1400 <input type="checkbox"/> Back cover \$1700 <input type="checkbox"/> Inside back cover \$1500	
<input type="checkbox"/> <b>1/2 Page Horizontal</b> 7 1/2" x 4 7/8" <input type="checkbox"/> \$725	
<input type="checkbox"/> <b>1/2 Page Vertical</b> 3 3/4" x 10 7/8" <input type="checkbox"/> \$725	
<input type="checkbox"/> <b>1/4 Page</b> 3 5/8" x 4 7/8" <input type="checkbox"/> \$400	
<input type="checkbox"/> <b>1/8 Page</b> 3 5/8" x 2 3/8" <input type="checkbox"/> \$200	
<p>Tell your story with text and photos that read like an article – but it's actually an advertisement!</p>	
<input type="checkbox"/> <b>Advertorial</b> 1/3 Page Text and photos <input type="checkbox"/> \$300	

# Terms of Advertising Agreement

1. Advertiser agrees to the rates set forth in this contract. Advertiser (and its agency, if any) is jointly and severally liable for all monies due for ads placed or contracted for in accordance with this agreement. Credit terms: Payment is due within 30 days of receipt. A service charge of 1.5 percent per month is charged on balances more than 30 days past due. Cancellation prior to deadline is allowed, provided that a fee equal to 50 percent of the price is paid prior to publication deadline. Otherwise, the full amount due will be collected.

2. The Pennsylvania Great Outdoors Visitors Bureau (PAGO) and its publication design firm reserve the right to place an advertisement wherever they deem appropriate, unless otherwise agreed upon through the purpose of a premium position by the advertiser.

3. PAGO and its design firm are not responsible for any loss or damage to any material of the advertiser while such material is in transit or in the possession of the publisher.

4. The advertiser (and its agency, if any) is solely responsible for and assumes full liability for the contents of its advertisement. Advertiser will hold PAGO and its design firm harmless and will indemnify all costs should legal claims, actions, or proceedings result from publishing the ad.

5. If ad materials are supplied by the advertiser, the advertiser recognizes that the quality of reproduction of an advertisement is largely dependent on the quality of the material furnished, including – and without limitation – the quality of the graphics, copy, type, etc. Note: Defects in quality (or errors and omissions) are often subjective in nature. As a general rule, if the printed material in the ad is legible and/or the name, address, and telephone number of the advertiser are legible, and if the reproductive quality of the advertisement falls within the margin of error allowed within the publication industry, the advertisement shall not be considered defective. Allowances for defects in quality shall be at the sole discretion of PAGO and its design firm.

6. The advertiser recognizes and agrees that PAGO and its design firm shall not be liable for delays in publication of the product, or for quality (e.g., errors or omissions) where

such defects are not solely their fault. In the case of PAGO and its design firm assuming fault, their liability in no event shall be more than 1. returning all or a portion of the fee for the defective advertising, 2. running a replacement advertisement (or comparable ad), or 3. running another ad at a reasonable discount. The discount shall be proportionate to the degree of error or extent of the defect.

7. PAGO and its design firm, in their sole discretion, may accept or reject all materials submitted for advertising. They reserve the right to refuse to publish any material not in keeping with the style, standards, or format of the publication. If any advertising is not acceptable, PAGO and its design firm may 1. refuse to accept the advertisements submitted, or 2. require, as a condition to publication, modifications that meet the style and standards acceptable to the GO magazine.

8. Final copy and layout approval from the advertiser for his or her advertisement(s) contracted to run in the GO magazine must be received by the Pennsylvania Great Outdoors Visitors Bureau or its design firm by two weeks following the commitment deadline. Any ad for which approval has not been received by that date will still be printed in the publication, providing an electronic proof or paper proof was sent to the advertiser before that date. The decision of PAGO and its design firm in these matters is final, binding, and not subject to appeal.

9. In the event that an action, suit, or legal proceeding is initiated or brought to enforce any or all of the provisions of this agreement, or to collect any monies due under the agreement, PAGO and its design firm shall be entitled to such attorney fees, costs, and disbursements as are deemed reasonable and proper. The entitlement of PAGO and its design firm to reasonable attorney fees and costs also applies to any appellate proceedings.

10. This document constitutes the entire agreement among the parties and supersedes all prior agreements, understandings, and proposals (written or oral) with respect to matters covered herein. No charges, modifications, alterations, or amendments shall be effective unless made in writing by the parties with the same formality as the agreement.