




Touch Plate
 printing & marketing promotions
 6955 Sierra Ct. • Dublin, CA 94568
 (O) 925-556-0909 (F) 925-556-9101

Date: _____

Advertiser: _____

Sales Rep: _____

BUSINESS VALUE BOOK

AD INFORMATION

Ad categories: Automotive Health & Beauty Home & Garden Restaurants
 Retail Services Things To Do Wineries

Ad sizes: **1/4 pg:** 5" x 2" **1/2 pg H:** 10.375" x 2" **1/2 pgV:** 5" x 4.25" **Full page:** 10.375" x 4.25" **Back cover:** 7" x 4.25"

Livermore — Circulation 25,780

ZIP Codes 94550, 94551

Quarterly Issue# _____ **Pick-up ad?** Yes No If yes, which issue? _____

Ad Rates

- 1/4 Page **\$385**
- 1/2 Page **\$750**
- Full Page **\$1,300**

Premium Position Rates

- Page 3 **\$1,500** Back Cover **\$2,000**
- IFC 1/2 Page **\$1,000** Center Spread **\$3,000**
- IBC **\$1,500**

Subtotal _____

Pleasanton/Dublin — Circulation 34,677

ZIP Codes 94566, 94586, 94588

Quarterly Issue# _____ **Pick-up ad?** Yes No If yes, which issue? _____

Ad Rates

- 1/4 Page **\$395**
- 1/2 Page **\$800**
- Full Page **\$1,500**

Premium Position Rates

- Page 3 **\$1,700** Back Cover **\$2,500**
- IFC 1/2 Page **\$1,200** Center Spread **\$3,400**
- IBC **\$1,700**

Subtotal _____

San Ramon/Danville — Circulation 39,668

ZIP Codes 94506, 94526, 94582, 94583

Quarterly Issue# _____ **Pick-up ad?** Yes No If yes, which issue? _____

Ad Rates

- 1/4 Page **\$430**
- 1/2 Page **\$850**
- Full Page **\$1,700**

Premium Position Rates

- Page 3 **\$1,900** Back Cover **\$2,800**
- IFC 1/2 Page **\$1,400** Center Spread **\$3,800**
- IBC **\$1,900**

Subtotal _____

Signature: _____

Email: _____

TOTAL _____

*** Prices include Design Costs.**

This includes 2 shows with 1 round of corrections. Anything additional will be charges \$25 per additional round



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BUSINESS VALUE BOOK

YOUR INFORMATION

Company Name	Contact Name		
Street Address	City	State	ZIP
Contact Telephone (Required)	Contact Email (Required)		

PAYMENT INFORMATION

Please fill out the ad information section on page 1. This will determine the total amount due. Payment can be made via check or credit card. Checks should be made out to Touch Plate and sent to the address above. If paying by credit card, please complete the credit card authorization on this page and sign and initial where indicated.

- CREDIT CARD CHECK Check # _____
 Visa MasterCard Use credit card on file (for advertisers with recurring ads only)

Name of Company	Name on Card	
Credit Card Number	Expiration Date	Security Code
Billing Address/City/State/ZIP (or note "same as above")		

I do hereby authorize Touch Plate Inc to charge the above credit card for advertising and/or graphic design related to the Touch Plate Business Value Book(s).

Signature _____ **Date** _____

CANCELLATION OF ADVERTISEMENT: Upon any cancellation or termination of a contract prior to publication dates, Touch Plate reserves that right to retain \$100.00 of the fees prepaid for advertisement. This is for the expense of design, pagination, production and administration time. Balance of ad costs will be refunded either by check or credit card within 10 working days of request from customer in writing. Touch Plate will NOT be held liable for any verbal communication. If the cancellation is requested 48 hours prior to publication press run, Touch Plate can NOT refund the advertising monies. **intials here:** _____

IMPORTANT INFORMATION

Touch Plate reserves the right to change and rotate pagination of each section. Ad position is not guaranteed. All proofs submitted to advertisers for approval will be considered "approved for printing" if the approval is not received within 48 hours of proof submission to the advertiser. All outstanding balances for payments of ads must be paid prior to publication printing. Please verify the advertising information above as correct and acknowledge receipt of this positioning/approval/payment disclaimer by providing your **intials here:** _____

SALES REP/OFFICE USE ONLY

Total Cost: _____ Payment Received: _____ Balance Due: _____*

*** Balance must be paid in full prior to publication printing.**

NOTES _____
