

DARKBLUEBOOK

the who's who of yacht racing

AD INSERTION ORDER

Please fill out this form and send to adsales@darkbluebook.com.
All sections must be completed. The document must be signed.

ADVERTISER INFORMATION

Company Name:	
Contact Name:	
Position:	
Address:	
Phone:	
Email Address:	
Agency Name:	
Agency Contact:	
Position:	
Address:	
Tel:	
Email Address:	
Invoice Address:	
Postal Code:	
Country:	

ADVERTISING CATEGORIES

Type	Quoted Rate	#	Cost
Full Page	£1000		
Half Page	£600		
Qtr Page	£400		
Advertorial	Annual Cost per page £2,000 (minimum 2 pages)		
		Grand Total	

Negotiated Volume Discounts will be applied later

Some premium positions are available including "Back Cover", "Inside Front Cover". Please talk to your Account Manager for more information if you are interested in these opportunities.

We can also produce 'White Label' versions of the directory for your organisation. These make great gifts for VIPs or clients. We can work with you on custom covers and branding requirements. Please ask for more information.

Authorized Signature: _____

Printed Name: _____

PAYMENT DETAILS

Account:	Pilote Ltd
Bank:	HSBC
Branch:	Bond Street, London
Sort:	40 05 01
Account Number:	715656090

For international payment options, please talk to your account manager.

TERMS & CONDITIONS

POSITION REQUESTS: Every effort will be made to grant advertisers the position desired; however, placement is no guaranteed nor is advertising accepted subject to position. Placement guarantees will apply for Premium Positions.

ADVERTISER INDEX INFORMATION: Please print advertiser name and contact information below as you wish them to appear in the Dark Blue Book Advertiser Index. **Note:** This information is printed as a courtesy to advertiser and publication is not guaranteed.

MATERIALS AND DEADLINES: Advertising materials must be received by **10th March 2010**. All ads must be supplied in digital format per Dark Blue Book specifications. E-mail digital artwork to : Advertising Coordinator, adsales@darkbluebook.com, by the materials deadline date listed. Complete, sign and this insertion order to adsales@darkbluebook.com.

High-resolution PDF files are preferred, (300 dpi); PC files from most design software are acceptable.

Acceptable:	PDF file as TIF, eps or JPG
Include:	Fonts, file names and hard copy, composite file (for position only) pdf, tif, eps
Disks Support:	Windows Formatted/CD ROM
Desktop File Formats:	Adobe inDesign; Adobe Illustrator, Adobe Photoshop
Ads Submitted on Disk:	Include all art, fonts, file name(s), color proofs and pms color (if applicable)
Mailing Address:	Studio 202, 30 Red Lion Street, Richmond, Surrey, UK, TW9 1TW

DARK BLUE BOOK ADVERTISING GUIDELINES

1. Dark Blue Book must approve all advertisements and reserves the right to refuse any advertisement for any cause.
2. Dark Blue Book will not accept advertising unless the advertiser is prepared to validate any claims, issues or statements made in the advertisement about a product, material, system, method or service.
3. Dark Blue Book will not accept advertising that contains derogatory, disparaging or inflammatory comments about the advertiser's competitors or about the competitor's products or organizations.
4. The advertiser acknowledges that an advertisement in a Pilote Media publication does not constitute, and shall not be interpreted, as an endorsement by Pilote Media of the advertiser, or of the advertiser's organization, product, material, system, method or service.
5. It is understood that advertisers shall not use the Dark Blue Book name or image in their commercial activities in any manner that would directly or indirectly indicate Dark Blue Book endorsement of the advertiser or the advertiser's product, system or services, unless there is a contractual agreement with Pilote Media.
6. Dark Blue Book does not accept advertising that is discriminatory based on race, religion, colour, national origin, sex, age or disability.

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ACCEPTANCE OF CONTRACTS

1. No rebate will be allowed for errors in submitted advertisements.
2. The advertiser and/or the advertiser's agency agree to indemnify the publisher against all expenses of any nature arising from the unauthorized use of names or pictures and copyright infringement in their advertisements.
3. No contracts will be accepted for more than 12 months in advance.
4. An order may be cancelled by Dark Blue Book if the agent(s) fail to pay accounts when due, and the difference between rates billed and rates earned on space used shall become due and payable immediately.
5. Cancellation policy: Client must cancel in writing, including reason for cancellation. Written notice must be received at the Richmond office BEFORE the insertion order deadline of upcoming issue. Fax or e-mail is acceptable
6. Dark Blue Book is not bound by any condition or instruction, whether verbal or written, if it is in conflict with the publisher's established policies.
7. Contracts MUST SPECIFY a definite schedule of insertions, issues and size.
8. All advertising rates and conditions are subject to change without notice.

MECHANICAL DATA



- A: DPS non bleed - 286mm x 198mm
- B: DPS full bleed trim - 296mm x 210mm
- C: Bleed + 3mm (154mm x 216mm)
- D: Single page non bleed - gutter +1.6mm (Perfect bound)
- E: Single page bleed trim - 148mm x 210mm

Document size: A5 portrait (148mm x 210mm), softback, full colour process (CMYK)