



Castle Rock Lake
30,000 Printed

INTRODUCING

“The Guide” - Castle Rock Lake/Petenwell Lakes Area

- 30,000 Printed
- FREE Area Map

Distributed to over 350 Locations on 4 Routes:

Castle Rock Lake Area • Madison • I90/94 South • I90/94 North



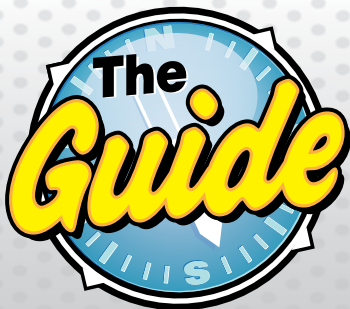
PRIME PAGES

Price per Page

Inside Front (please circle) Left / Right.....	\$1,100
Inside Back (please circle) Left / Right.....	\$1,100
Back Cover	\$1,650
Center Spread	\$2,200

INSIDE PAGES

Full Page Ad.....	\$850
½ Page Ad.....	\$570
¼ Page Ad.....	\$260



PAYMENT DUE DATES

25% Due 6/1/2011 _____
50% Due 7/1/2011 _____
25% Due 8/1/2011 _____
TOTAL DUE _____

This Agreement is entered into by and between Ad-Lit Inc., a Wisconsin Corporation, PO Box 600, Wisconsin Dells, WI 53965 (hereinafter referred to as Ad-Lit) and:

Business Name _____

Contact Person _____

Mailing Address _____

City, State, Zip _____

Local Phone _____

Cell Phone _____
(office use only)

Fax _____

E-Mail _____

The word "Advertiser" as used herein describes and represents the business above written and this Agreement, its terms and conditions are binding thereon. I have read and agree to the **Terms & Conditions on the Reverse Side of this Agreement.**

Signed _____ Guarantor

Full Name _____
(please print)

Date _____ Ad-Lit Rep _____

Check One

- Keep my display ad the same as 2010.
- Ad-Lit to prepare a new display ad/or make changes to my existing ad for 2011.
- Another ad agency will be preparing my display ad. (SEE BELOW)

Ad Agency _____

Contact _____

Phone _____ E-Mail _____

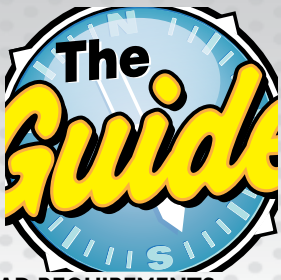
Please send your ad material to:

Ad-Lit Inc, 211 Pioneer Drive/PO Box 600, Wis Dells, WI 53965. Contact us with questions regarding ad material at Phone: 800-933-3557 or Fax: 608-254-7223

All ad material (disk and two color proofs) is due April 1st, 2011.

Publication of "The Guide" is based on a minimum participation level. Should Ad-Lit not reach said level, this agreement with Advertiser shall be null and void.

**“The Guide” • PO Box 600 • Wisconsin Dells, WI
608-254-8770 • Fax: 608-254-7223 • thedellsguide.com**



AD REQUIREMENTS

All Ad Material is due April 1st, 2010

(Digital Design Guidelines/Specs)

It is preferred that ads be provided to Ad-Lit on disk. Two updated, complete hardcopy proofs MUST accompany all electronic files. It must be exactly the version you are submitting, not an older version with edits "made on the disk". All screen and printer fonts (for documents and supporting files) must accompany files.

Software Accepted: (Up to and including the most current version, unless otherwise noted). Corel Photopaint & Draw - PC; Freehand - Mac/PC; Illustrator - Mac/PC; InDesign - Mac/PC; Pagemaker - Mac/PC (v5.5 through current); Photoshop - Mac/PC; Quark Xpress - Mac/PC. Unsupported software will be rejected.

Files from non-supporting vector and raster programs: (may be accepted upon preflight - extra charges may apply).

Vector Files: must be saved as .eps, all layers flattened, fonts converted to outlines.

Raster Files: fonts must be rasterized, all layers flattened, and saved as .tif(tiff). PDF: PDF files are accepted, please see PDF Creation Guideline Sheet included or available by request at Ad-Lit. .ps (postscript to disk), .dcs, CT-LW - file test must precede actual ad submission; extra charges may apply.

Accepted Media: CD, DVD, Floppy disk, Iomega Zip 100 mb & 250 mb.

Support Files: All support files and art must be supplied. Do not embed support art in the program (Pagemaker, Corel, InDesign).

Fonts: Postscript, TrueType and multiple Master fonts are acceptable. If submitting postscript fonts, make certain to include both the screen and the printer fonts. If you use the "bold", "italic" or " bold italic" options instead of choosing the actual font, make certain to include the entire font family.

Hard Copy/Proofs: Two updated, complete hard copy proofs MUST accompany all electronic files. It must be exactly the version you are submitting, not an older version with edits "made on the disk". If your ad is color, the hard copy you supply must be color. Your color laser/inkjet proof is most likely not color-correct (see Design Guideline Sheet for more information) so cannot be used for color accuracy. The publication will not be printed without the supplied proofs.

Disk Directory: Attach a printout of the disk contents to the disk case. Charges for appropriate production costs will apply. (\$100.00 an hour)

Important Information for Artists and Designers:

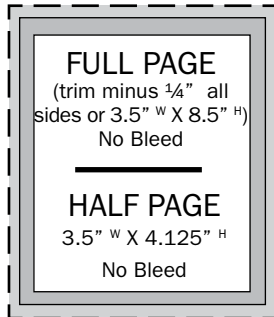
Dot gain is an inherent characteristic of the offset printing process. It cannot be eliminated. However, it is important that it be controlled in all the steps of reproduction so the reproduction of the advertisers ad matches the original intent and approval of the advertiser. (Total dot gain will be 17% plus or minus 4% with no more than 4% difference among the four colors. This increase in tonal value is caused by both physical change in dot size due to plate making and the transfer of ink to paper.) Inline problems occur when the page ahead of yours has heavy ink coverage. Because of the speed the paper is traveling through the press some extra ink coverage is transferred to the page next in line. As the press is running some fluctuation in color will occur. The pressman will pull signatures throughout the run and will adjust the ink coverage to match the press OK.

The advertiser shall be responsible for all costs incurred by Ad-Lit Inc. to prepare Advertiser's material into final position for printing.

Duplicate ad on disk

Original digitized ad on disk becomes the property of Ad-Lit Inc. A duplicate disk of your ad can be provided. Charges will apply.

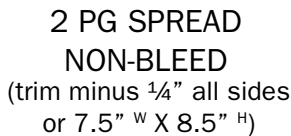
TRIM 4" W x 9" H



FULL PAGE W/ BLEED

(trim plus 1/8" all sides or 4.25" W X 9.25" H)

* Live copy should remain .25" in from trim marks



2 PG SPREAD W/ BLEED

(trim plus 1/8" all sides or 8.5" W x 9.25" H)

* Live copy should remain .25" in from trim marks as well as all live matter should be held .25" each side of fold and any copy crossing should have fold fall between letters.

Terms & Conditions

- 1. Advertiser must comply with acceptable standards of advertising and final approval of ad content or layout shall be at the determination of Ad-Lit.
2. This Agreement shall be assignable by Ad-Lit and shall be binding on the parties hereto and on their heirs, personal representatives, administrators, successors and assigns.
3. Ad-Lit may, in its sole discretion, terminate this Agreement without incurring any liability to advertiser other than for the return of any advertising materials, etc., and the refund of any payments made by Advertiser to Ad-Lit, less, if any, incurred costs by Ad-Lit prior to termination of the Agreement.
4. This Agreement may not be cancelled by the Advertiser without the prior written consent of Ad-Lit.
5. To secure Advertiser's promise to pay according to the terms of this Agreement, Advertiser hereby grants to Ad-Lit a security interest in, and lien upon, all of Advertiser's personal property and Advertiser authorizes Ad-Lit to file a financing statement to perfect such security interest. Advertiser shall be responsible and agrees to pay for all costs and charges, including attorneys fees, Ad-Lit incurs in enforcing any rights of Ad-Lit under this Agreement.
6. A \$50.00 fee will be charged each time a check is returned for insufficient funds. Advertiser agrees to pay interest at the rate of 1 1/2% per month (18% per year), on any delinquent charges computed through the time of payment. Payments made by the Advertiser to Ad-Lit will be applied first to any finance charge due, and second to any principal, on any outstanding balance owed Ad-Lit by the Advertiser on any prior contract between the parties, then to any finance charge due on this contract, and then to the principal balance due on this contract, provided, however that in the event of a bona fide dispute, the Advertiser may specify that payment be applied in a different manner.
7. The design and content of Advertiser's advertisement shall be determined by the Advertiser and shall be the property of the Advertiser. Advertiser warrants that all advertising materials submitted for inclusion in the Guide shall be and are the Advertiser's property, that all representations in the advertising are true and correct, and that inclusion of such material in the Guide shall not constitute a violation of any copyright or trademark or cause harm or damage to any person or entity. Advertiser shall indemnify and hold Ad-Lit harmless from any damages, expenses, or liabilities incurred by Ad-Lit, including reasonable attorney's fees and court costs, as a result of claims by third parties against Ad-Lit for the content of Advertiser's advertisement.
8. Advertiser agrees that it will hold harmless, defend and indemnify Ad-Lit, any personnel or agent of either of them from any liability or expense (including reasonable attorneys' fees) that they may incur as a result of the publication of any materials submitted by Advertiser.
9. Ad-Lit shall maintain fire and extended coverage insurance against the loss or destruction of any advertising materials in its possession; provided, however, that such insurance shall be limited to the replacement value of the materials. Ad-Lit shall not be responsible for any other, consequential damages sustained by the Advertiser by reason of loss or destruction of advertising materials, including but not limited to loss of business opportunities, and Advertiser hereby releases and waives all such claims. For the purpose of this agreement, advertising materials in the possession of Ad-Lit shall mean only those materials located on Ad-Lit's business premises or in the possession of any personnel, agent or assign.
10. If Ad-Lit is delayed in the performance of any act required of it hereunder by any act or mission of Advertiser, labor troubles, inability to procure materials or services, failure of power, restrictive governmental regulations (including act or regulation of any state, federal, regional or local agency, group or organization), riots, insurrection, war, or like reason not within Ad-Lit's control, then the period of performance of the act shall be extended for a period equivalent to the period of delay.
11. Ad-Lit shall be the owner of the Guide, its copyright and content and has Advertiser's consent to publish Advertiser's advertisement(s). Final Advertisement remains the property of Ad-Lit and Advertiser may obtain a duplicate of the advertisement at its own cost.
12. Advertiser agrees to comply with the "Mechanical Specifications", "Advertising Dimensions" standards and "Digital Design Guideline Sheet" established by Ad-Lit, receipt of which is hereby acknowledged and the terms of which are incorporated herein by reference as if set forth in full. It is preferred that all ads be supplied to Ad-Lit on disk with 2 proofs. Advertiser is responsible for any and all production costs to prepare its ad, including services provided by Ad-Lit. Advertiser is responsible for any and all production costs for digitally prepared ads which require correction or manipulation. Any ad supplied to Ad-Lit on disk which has problems will be subject to additional system labor charges and production costs, payable by Advertiser (\$100.00 an hour). All production costs herein are due and payable to Ad-Lit at the time of delivery of the proof(s) to Advertiser.
13. Advertiser agrees that while it may make changes to its advertisement(s) at its own expense until Ad-Lit submits such advertisement(s) to pre-press production for the final proof, thereafter, no changes may be made to the advertisement(s) by the Advertiser. In the event Ad-Lit has provided creative services for Advertiser's display ad, Ad-Lit shall send Advertiser a proof(s) for Advertiser's review and approval. Advertiser shall return such proof(s) to Ad-Lit indicating either its approval or describing any errors made by Ad-Lit or pre-press production and only correction of such errors will be accepted. If Advertiser fails to return such proof(s) within the period prescribed at the time proof(s) is sent to advertiser, it shall indicate Advertiser's approval of the proof(s) and Advertiser shall continue to be liable for all payments due under this Agreement. Advertiser understands that the normal printing process and differences in the quality of paper may cause a variation in color, clarity and overall appearance between the proof(s) and printed Guide.
14. Advertiser acknowledges that Ad-Lit has a policy against comparative advertising. Accordingly, Advertiser acknowledges and agrees that it will not propose any comparisons to any other businesses in its advertising, whether or not the other business or businesses advertise in the Guide.

DISCLAIMER

THE ADVERTISEMENT TO BE PUBLISHED & DISTRIBUTED BY AD-LIT INC. IS PROVIDED "AS IS" FOLLOWING ADVERTISER'S PROOF OF THE ADVERTISEMENT IN ACCORDANCE WITH THE TERMS OF THIS CONTRACT & AD-LIT SPECIFICALLY DISCLAIMS ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY & FITNESS FOR A PARTICULAR PURPOSE, FOR THE ADVERTISING PRODUCT PROVIDED UNDER THE TERMS OF THIS AGREEMENT.

LIMITATION OF LIABILITY

ERRORS & OMISSIONS SOMETIMES OCCUR WITH ADVERTISING. THE ADVERTISER AGREES THAT AD-LIT INC. IS NOT AN INSURER OF THE ADVERTISER'S BUSINESS & THAT THE ADVERTISER WILL INDEPENDENTLY OBTAIN SUCH INSURANCE, IF ANY, THAT MAY BE AVAILABLE. PRICES CHARGED BY AD-LIT INC. TO THE ADVERTISER ARE BASED SOLELY UPON THE ADVERTISEMENT TO BE PUBLISHED AND ARE UNRELATED TO THE VALUE OF, OR INVESTMENT IN, THE ADVERTISER'S BUSINESS. ADVERTISER ALSO AGREES THAT AD-LIT INC. SHALL NOT BE LIABLE FOR ANY LOST PROFITS, LOST SALES, OR OTHER INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF ERRORS OR OMISSIONS & THAT AD-LIT INC. IS NOT RESPONSIBLE FOR ERRORS OR OMISSIONS CAUSED BY ACTS OF GOD, GOVERNMENTAL AUTHORITY, OR OTHER ACTS BEYOND AD-LIT'S REASONABLE CONTROL. ADVERTISER FURTHER ACKNOWLEDGES & AGREES THAT IT IS IMPRACTICAL & EXTREMELY DIFFICULT TO IDENTIFY ANY ACTUAL DAMAGES THAT MAY BE SUSTAINED AS A RESULT OF AN ERROR OR OMISSION BY AD-LIT INC. & THEREFORE, UNLESS A GREATER LIMIT ON AD-LIT INC. LIABILITY HAS BEEN NEGOTIATED BETWEEN AD-LIT INC. & THE ADVERTISER IN EXCHANGE FOR AN ADDITIONAL AMOUNT TO BE CHARGED BY AD-LIT INC. FOR TAKING A GREATER RISK OF LOSS, AD-LIT'S LIABILITY FOR ANY ERROR OR OMISSION WILL NOT EXCEED THE TOTAL PRICE THAT HAS BEEN ACTUALLY PAID TO AD-LIT INC. FOR THE ADVERTISING. ADVERTISER FURTHER AGREES THAT AD-LIT INC. DOES NOT HAVE ANY OBLIGATION TO RECALL, SUPPLEMENT OR OTHERWISE AMEND A PUBLICATION CONTAINING AN ERROR OR OMISSION OF ANY TYPE.

IF ADVERTISER DESIRES TO NEGOTIATE ONE OR MORE DIFFERENT TERMS, OR HIGHER LIABILITY LIMITS, THEN ADVERTISER MAY DO SO. HOWEVER, THE NEGOTIATION OF HIGHER LIABILITY LIMITS IN EXCHANGE FOR ADDITIONAL CHARGES MUST BE SET FORTH IN A WRITTEN ADDENDUM TO THIS AGREEMENT & MUST BE EXECUTED BY BOTH ADVERTISER & AD-LIT INC. SPECIFICALLY DEFINING THE TERMS & CONDITIONS OF SUCH INCREASED LIABILITY.

This agreement represents the entire contract between the parties and specifically supersedes any and all other oral or written communications, memoranda, notes, letters, e-mails or other electronic communications between the parties.

Ad Agency _____
Contact _____
Phone _____