



BOB HOPE CHRYSLER CLASSIC

Bob Hope Classic Building
39000 Bob Hope Drive
Rancho Mirage, California 92270
www.bhcc.com



Pairing Sheet Sales: RICH LANE
(760) 346-8184 • 1-888-MR B HOPE
FAX: (760) 346-6320 • richlane@bhcc.com

Program Production: PAT BENNETT
(760) 346-8184 • 1-888-MR B HOPE
FAX: (760) 346-6320 • pat@bhcc.com

OFFICIAL PAIRING SHEETS ADVERTISING RATES and SPACE COMMITMENT JANUARY 15 - 21, 2007

AGENCY COMMISSION NOT INCLUDED

PAIRING SHEET PANELS: Only Eight (8) Panels Available FOUR COLOR Only:

Full Panel	7" x 10" (Bordered) 8.5" x 11" (Bleed)	\$6,000
Half Panel	3 3/8" x 10" (Vertical) 7.5" x 4.5" (Horizontal)	\$3,500

10% Discount with ad placement by **Sept. 1, 2006** — **15% Discount** for 2 year ad commitment
Add 20% for guaranteed position.

Rates are based on advertiser furnishing complete digital files. *Additional production charges, if any, will be billed to advertiser/agency at tournament's cost.* Rates are non-commissionable to agencies. Printing production requirements are on the back of this sheet.

DEADLINE FOR CAMERA-READY MATERIAL: December 11, 2006

SPACE COMMITMENT

DATE: _____ Please check: **One Year** _____ **Two Year** _____ **Repeat Last Years Ad** _____ **New Copy** _____

I hereby ORDER advertising in the amount of \$ _____ in the 2007 BOB HOPE CHRYSLER CLASSIC PAIRING SHEET.

PAIRING SHEET FULL PAGE PAIRING SHEET HALF PAGE VERTICAL HORIZONTAL

COMPANY: _____

CONTACT NAME: _____

BILLING ADDRESS: _____

CITY: _____ STATE _____ ZIP _____ ADVERTISING AGENCY: _____

PHONE: _____ AGENCY ACCOUNT EXECUTIVE: _____

FAX: _____ e-mail _____ AGENCY PHONE: _____

SIGNATURE: _____ AGENCY FAX: _____

TITLE: _____ AGENCY ADDRESS: _____

PRINT NAME: _____ CITY: _____ STATE _____ ZIP _____

DEADLINE: Pairing Sheet Panels, **SPACE:** December 4, 2006, **ARTWORK/COPY:** December 11, 2006

SEE REVERSE SIDE FOR PRINTING REQUIREMENTS AND CONTRACT AGREEMENT

Production Information

MECHANICAL SPECIFICATIONS:

Pairing Sheet trims to 8 1/2" x 11", Live area 7 1/2" x 10".
If your ad is a Bleed, allow 1/8" bleed on all sides.
8 3/4" x 11 1/4" (trims to 8 1/2" x 11"). No extra charge for Bleeds.

PRINTING:

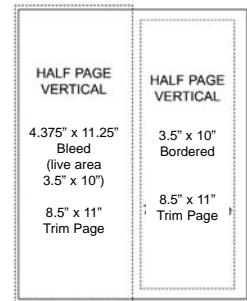
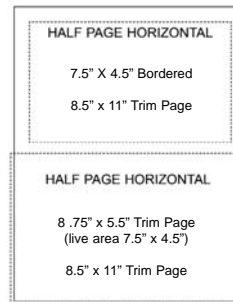
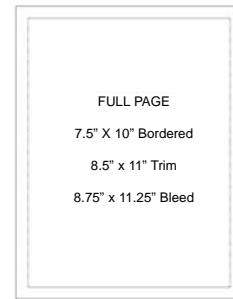
On 80# gloss coated book stock. Saddle stitched.

PRINTING SPECIFICATIONS: Preferred materials:

Four Color — Digital file with color proof. (Transparencies or reflective copy acceptable for an additional scanning charge).

Digital Formats: PDF x/1a preferred. QuarkXpress, Illustrator, Corel Draw, and Adobe InDesign documents accepted in Macintosh or PC format.
All fonts and graphics must be included on CD.

All color files must be submitted as CMYK files and must include a **COLOR PROOF** as well as all fonts, along with all images used to create the file.



We will not be responsible for advertiser art, photos, negatives, scotch or screen prints which have NOT been requested for return within one (1) year.

DEADLINE:

Pairing Sheet Panels, **Space:** December 4, 2006, **Camera Ready Art:** December 11, 2006

ARTWORK/COPY AND FULL PAYMENT for advertising must be received no later than: December 11, 2006

Forward material to: **Pat Bennett**

c/o **Bob Hope Chrysler Classic**
Bob Hope Classic Building
39000 Bob Hope Drive
Rancho Mirage, CA 92270

(760) 346-8184
1-888-MR B HOPE
FAX: (760) 346-6329
E-mail: pat@bhcc.com



CONTRACT AGREEMENT:

In the event copy or art is not received by the closing date of December 11, 2006 the publication of the name and address of the advertiser will be considered in compliance with the terms of this agreement.

Incentives:

Full Panel Pairing Sheet includes 32 daily tickets w/clubhouse access
Half Panel Pairing Sheet includes 16 daily tickets w/clubhouse access

As a bonus ALL RESTAURANT ADVERTISERS are included in the 2007 Classic Dining Guide brochure (provided to Players / Pro-Am Participants / VIPs / Corporate Sponsors / Media)

The publisher's right to reject or omit any advertisements or parts of advertisements is expressly reserved by the Bob Hope Chrysler Classic.

This contract is the only agreement between the advertiser and the publisher and is not subject to cancellation.

Advertisers and advertising agencies are jointly responsible for payment of advertising insertions.