

# 2012 Choose & Cut Listing & Ad Order

## Listings

**\$30.00**

Listing Categories: (Please check one)

Places To Stay \_\_\_\_\_ Places To Eat \_\_\_\_\_ Things To Do \_\_\_\_\_

\_\_\_\_\_ Use same listing as last year

## ADS

Includes free  
WEB text ad  
with logo on  
NCCTA  
website.

Cover spaces  
are First come  
basis.

### ALL ADS ARE FULL COLOR

\_\_\_\_\_ 1/4 Page Inside Pages 100.00

\_\_\_\_\_ 1/2 Page Inside Pages 225.00

\_\_\_\_\_ Full Page Inside Pages 400.00

\_\_\_\_\_ 1/2 Page - Page 1 275.00

~~\_\_\_\_\_ Full Page - Page 1 450.00~~

\_\_\_\_\_ 1/2 Page Inside Cover 275.00

\_\_\_\_\_ Full Page Inside Cover 500.00

~~\_\_\_\_\_ Full Page Back Cover 550.00~~

\_\_\_\_\_ Use same color ad as last year

\_\_\_\_\_ Make my black/white or black/green ad full color

\_\_\_\_\_ New ad

15 Words or less about your business for FREE Web text ad. \_\_\_\_\_

### Listing Information:

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

Physical Address \_\_\_\_\_

Web address \_\_\_\_\_

Phone number(s) 1. \_\_\_\_\_ 2. \_\_\_\_\_

### Contact Information (not printed):

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

City, State, Zip \_\_\_\_\_

County \_\_\_\_\_

E-mail \_\_\_\_\_

Contact Name \_\_\_\_\_

**IMPORTANT — DEADLINE IS April 2, 2012**

Return your payment and this form to:

NC Christmas Tree Association  
P.O. Box 1937  
Boone NC 28607

800-562-8789  
julie@NCchristmastrees.com  
www.NCchristmastrees.com

# NORTH CAROLINA CHRISTMAS TREE ASSOCIATION CHOOSE & CUT GUIDE 2012

Deadline for returning forms is April 2, 2012

- **FREE Business listing with the purchase of an ad.**
- **5,000 Choose & Cut Guides will be printed**
  - **Distribute guides at Southern Christmas Show in Charlotte, NC**
  - **Send guides to all Chambers of Commerce in North Carolina**
  - **Send guides to all North Carolina Visitor Centers**
  - **Send guides to Choose & Cut customers that have requested the book**
  - **Send guides to respondents to magazine ads**
- **Available for distribution by July 1, 2012**
- **Available for download/viewing on our website [www.NCchristmastrees.com](http://www.NCchristmastrees.com)**

**Business Listing** – Includes Business name, address, phone number and website. Business listings are placed under the Places to Stay/Eat/Do sections by county.

## Ad Sizes:

Quarter Page	(4.5" wide x 1.75" tall)
Half Page	(4.5" wide x 3.688" tall)
Full Page	(4.5" wide x 7.5" tall)

## Requirements:

File Format - PDF

Please make sure all images are embedded at 300 dpi CMYK color at 100%, and all fonts are embedded or converted to paths or curves.

Send finished files electronically to [Julie@NCchristmastrees.com](mailto:Julie@NCchristmastrees.com) or to NCCTA on CD.

## Ad Production Services Available

IF you cannot send a press ready pdf file, please let us know. We can create an ad for you.

Call NCCTA if you have any questions. (800-562-8789)

NCCTA, PO Box 1937, Boone, NC 28607