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The Broward Cultural Division’s Cooperative Marketing Program was launched in April 1991 in cooperation with ArtServe, Inc. This program was designed to:

- **EDUCATE** not-for-profit cultural organizations and artists about the benefits of advertising their programs and services
- **GUIDE** not-for-profit cultural organizations and artists on the correct procedures to follow when placing their advertisements
- **ASSIST** in stretching the not-for-profit cultural organizations’ and artists’ advertising budgets.

Since the inception of the Cooperative Marketing Program, more than 80 not-for-profit cultural organizations and artists have received benefits from this program on an annual basis.

Contributions from the program participants (currently receiving incentives funds from Broward Cultural Division) have been matched by Broward Cultural Division, enabling the program to purchase more than $300,000 in advertising media placement purchases annually, based on a not-for-profit rate. This includes, but is not limited to, placement on radio, TV, movie theater screens, daily and weekly newspapers, magazines, community and minority publications, specialty publications and web-based advertising.

Advertising placement through the Cooperative Marketing Program is offered as an incentive to eligible participants who qualify through an application process. Groups must attend orientation meeting as well as complete the participation guidelines and an annual eligibility form. All new Broward-based not-for-profit arts and cultural organizations must submit proof of not-for-profit status including copies of State of Florida articles of incorporation, Bylaws, certification of filing with the Secretary of State, as well as a list of performances, exhibits or events presented by the organizations for the upcoming season.

ArtServe, Inc. and Broward Cultural Division staff are always available to assist you with marketing concerns. We hope that you will find the services associated with this program to be an asset in the continued growth of your organization.
General Eligibility
All applicants must meet general eligibility and specific program requirements at the time of application. Eligibility requirements for a not-for-profit organization include the following:

- Primary mission is cultural
- Must be registered as a not-for-profit corporation with the Florida Secretary of State
- The office address, as recorded in the Secretary of State’s office, is in Broward County
- Has a governing board, at least 50 percent of whom reside in Broward County, which meets regularly and operates under a set of bylaws
- Has operated in its discipline(s) in Broward County for a minimum of one uninterrupted year following the date of incorporation.
- Has provided services in Broward County for a minimum of six months following the date of incorporation.

COOPERATIVE MARKETING PROGRAM ELIGIBILITY

1. Legal Name of Organization as Registered with Florida Secretary of State:

2. Address ____________________________
   FAX ____________________________ Phone ____________________________ Website ____________________________
   E-Mail ____________________________ Other (specify)

3. Name and Title of Chief Executive Officer:
   Name ____________________________ Phone ____________________________

4. Name and Phone Number of Marketing Contact:
   Name ____________________________ Phone ____________________________ E-mail ____________________________

5. Organization’s total revenue for last fiscal year, excluding capital funds:
   $ ____________________________ for Fiscal Year Ending ____________________________

6. If the organization has purposes other than cultural, list the amount of revenue budgeted for cultural activities:
   $ ____________________________ or ____________________________ % of total revenue.

7. Is the primary mission of the organization as stated in the Articles of Incorporation cultural?
   yes ☐ no ☐. Circle the disciplines in which the organization is involved: arts festival, dance, interdisciplinary, literature, media arts, music, theater, visual arts, museum (history, archaeological and natural science).

8. How long has the organization been operational and programming in its cultural discipline for an uninterrupted period in Broward County? ____________________________.

*To check your 501(c)(3) status visit, www.sunbiz.org*
9. Is the organization registered with the Florida Secretary of State as a not-for-profit corporation?  
   yes ☐ no ☐

10. Has the organization filed for 501 (c) (3) status with the IRS?  yes ☐ no ☐

11. Does the organization have a tax exempt status under Section 501 (c) (3) of the Internal Revenue Code?  
   yes ☐ no ☐

12. Is the applicant a public entity (municipality, state government agency or political subdivision of state government) located primarily in Broward County, or a sovereign Native American Nation?  
   yes ☐ no ☐ If yes, please explain the relationship to the State of Florida, which municipality in Broward County, or which Native American Nation.

13. Does the organization have a governing board which meets regularly and operates under a set of bylaws?  yes ☐ no ☐

14. Number of Officers and Board of Directors ____________. Does at least 50% of the Board of Directors reside in Broward County?  yes ☐ no ☐ If no, how many members reside in Broward County? _____________. What percentage of total members is this? ________________.

15. Briefly describe the purpose(s) or mission of your organization.

16. Please provide the following attachments:

   ☐ Not-for-profit organizations - Articles of Incorporation, Bylaws, and certification of filing with the Secretary of State. Public entity - Authorizing legislation or other appropriate documentation.

   ☐ A copy of the IRS letter confirming status as a 501(c)(3) organization or application for such status, if applicable.

   ☐ A list of performances, exhibits, etc. presented by the organizations for the upcoming 12 months.

*To check your 501(c)(3) status visit, www.sunbiz.org*
1. Purpose
To provide not-for-profit cultural organizations, with Broward-based cultural events, reduced advertising rates and a recognizable presence through larger media placements.

2. Funding
2.1 Cultural organizations with fiscal year budgets of $100,000 or less may purchase up to $21,000 of advertising per fiscal year (October 1 through September 30). The funds contributed will be matched one dollar to one dollar (cultural organization’s $10,500 and the Cultural Division’s contribution of $10,500 will purchase $21,000 in media placement).

2.2 Cultural organizations with fiscal year budgets of $100,000 or more may purchase up to $21,000 of advertising per fiscal year (October 1 through September 30). The funds contributed will be matched one dollar to two dollars (cultural organization’s $14,000 and the Cultural Division contribution of $7,000 will purchase $21,000 in media placement).

2.3 Artist applicants must be a current Incentive Program recipient from Broward Cultural Division. Artist may purchase up to $1,000, of the incentive program amount in advertising through the Cooperative Marketing Program at the one dollar to one dollar match (Artists will contribute $500 and Broward Cultural Division will contribute $500 towards advertising).

3. Terms of Agreement
3.1 Insertion Orders must be received prior to ArtServe, Inc. signing contracts with vendors.

3.2 All artwork for print ads and payment is due two weeks prior to publication deadline date. A specific due date will be noted on the Insertion Order which must be signed by the participant, ArtServe, Inc. ArtServe, Inc.’s approval and shall continue through September 20, 2013. Failure to adhere to the due date will result in cancellation of placement. All accounts must remain paid in full.

3.3 In the event the organization needs to cancel an ad, the organization must notify ArtServe, Inc. in writing two weeks in advance of publication deadline. Client is responsible for full payment of all ads cancelled without written notification to ArtServe, Inc.

3.4 All media placements must be made directly through ArtServe, Inc. To place advertisements, call ArtServe, Inc at 954-462-8190 ext. 208.

3.5 All media placements include a 7% service fee which will appear on the insertion order. Insertion Order must be completed three weeks in advance of media deadline.

3.6 The Cooperative Marketing Program is not responsible for any ads placed directly with the media by a cultural organization.

3.7 All copy changes must be received in writing.

3.8 Organizations designing their own ad must include all banners, logos, colors, formats and proper specifications required by the Cooperative Marketing Program. In the event that an advertisement does not meet the requirements, the organization will be charged $35 per hour for the necessary changes. The Cooperative Marketing Program has the right to refuse any ads that do not comply with the graphic standards and the participation guidelines.

4. Requirements for Participation
4.1 All not-for-profit cultural organizations and artists who are first-time clients of this program must submit an Eligibility Form, Proof of Nonprofit Status from the State of Florida, and Articles of Incorporation registration unless the organization is currently funded by an Incentive Program by the Broward Cultural Division.

4.1.1 In addition the following will apply for first time clients: mandatory for one year, all marketing ads will be charged to the organization’s credit card (see attached Credit Card application form) AND all ads placed through the Cooperative Marketing Program will be designed by the program’s graphic designer (this rule will also apply to organizations with a fiscal year budget of $100,000 or less).

4.1.2 Organizations with a fiscal year budget of $100,000 or less will be allowed to spend up to 10% of their operating budget on advertising. Annual Advertising Limit will be $_________. Should the organization wish to increase this amount they will have to submit a request in writing. Increases will be approved on a case-by-case basis.

4.2 All organizations must attend an orientation meeting to review procedures and complete the mandatory forms.

4.3 All organizations must prepay all advertising insertions and media contracts two weeks prior to deadline of the publication of the ad or commencement of the contract. All government agencies that are unable to prepay are required to submit a Purchase Order at time of insertion, which MUST be processed for payment upon publication. In the case of extended contracts, segmented payments may be allowed.

4.4 Failure to comply with the terms of this agreement will automatically eliminate participation in the program. The terms of this agreement shall commence upon ArtServe, Inc.’s approval and shall continue through September 30, 2013.

☐ I have read the Participation Guidelines, the Graphic Standards, and Definitions and agree to all terms as stated.

☐ I understand that all ads and extended contracts must be paid in advance.

☐ I understand that all media placements must be arranged and all media contracts must be signed by ArtServe, Inc. otherwise I will be responsible for 100 percent of the cost of the media buy.

☐ I understand that ads can be placed in any venue as long as there is a match; and as long as I contact ArtServe, Inc. in advance.

____________________________________________________
____________________________________________________
Cultural Organization
Cooperative Marketing Administrator, ArtServe, Inc.

____________________________________________________
____________________________________________________
Date
Marketing Director, Broward Cultural Division
MARKETING Cooperative Program
ArtServe & Broward County Cultural Division
2012-2013

Date: __________________________

Organization: ________________________________________________________________

Contact: _________________________________________________________________

Title: _________________________________________________________________

Address:

______________________________________________

City: __________________________ State: ______ Zip: _______________

Office Phone: ___________________________________________________________________

Cell Phone: ___________________________________________________________________

Email: ___________________________________________________________________

By signing the form below I hereby acknowledge the following:

1. ArtServe, Inc. will charge my credit card for advertising purchased through the Cooperative Marketing Program effective ____________________________ through ____________________________.

2. The amount(s) charged to my credit card will be reflected on the insertion order(s) and will include a 7% service fee. This amount will not exceed $__________________.

3. The credit card listed below will only be used for advertising purposes.

4. I am aware that the information provided will be kept on file.

5. The credit card will be charged two weeks prior to the deadline of the publication of the ad(s) or commencement of the contract.

_________________________________________    ________________
Signature    Date

Circle one:  Visa    MasterCard    American Express    Discover

Card Number: _____________________________________________

Name (as it appears on the card): _____________________________________________

Expiration Date: ___________________________    CVV/CVC code: _______________
The Cooperative Marketing Program's goal is to produce attractive, professional advertisements. All advertising must be approved by ArtServe, Inc. and the Broward Cultural Division before it is submitted to the media. For first-time participants and organizations with a fiscal year budget of $100,000 or less it is mandatory that the Cooperative Marketing Program's graphic designer design all ads. For participants preparing their own ad(s), materials must be submitted to ArtServe, Inc. a minimum of two weeks prior to publication deadline date. ArtServe, Inc. has the right to refuse any ads. The following are guidelines to follow when preparing ads.

**Logos**
All logos must be submitted in vector format (eps, ai), no other formats will be accepted. Up to five sponsor logos will be allowed but must be uniform in size; placed appropriately (at the discretion of the Cooperative Marketing Program Administrator). More than five sponsors must be approved by the Cooperative Marketing Program Administrator. The message of the advertisement is the most important feature and should be the most prominent item. Tag lines such as “Funding is provided in part by the Broward County Board of County Commissioners, the Broward Cultural Council, and the Greater Fort Lauderdale Convention & Visitors Bureau” are NOT required.

Cooperative Marketing Program participants that do NOT receive funds through the Broward County cultural incentive application process must not use the Broward County logo when placing advertising independently. This applies to advertising placements in all media venues, including organizational collateral materials (i.e. souvenir programs, flyers, posters, brochures, etc.).

**Credits**
Unless contractually required to credit the writer, producer, director, stars, etc., please omit these names from your ad.

**Copy**
Keep words to a minimum - use only the pertinent facts: name of show, date, time, place, price, etc. If the ad is too wordy, people won't read it and your message will get lost. Ads displaying unnecessary information will be rejected and/or edited.

**Font Size**
Keep the size of your type to 10 points or larger. Smaller type is difficult to read and will deteriorate when printed in a newspaper and other mediums.

**Fonts**
The rule of thumb is — no more than three fonts per ad. Using more will make your ad busy, unprofessional and it will be edited.

**Photographs**
Make sure your photographs are high quality. Photos that are dark will only get darker when reproduced and will be rejected by the Cooperative Marketing Program Administrator. Most photographs in the ad will be small and if the quality is not good the subject of your photo will be difficult to identify. For organizations needing assistance in the production of their ads, photos must be submitted with a minimum size of (4” x 6” @ 300DPI). Negatives, slides, photocopies, inkjet-printed photos, digital photos smaller than the minimum size, and screened photos will not be accepted.

**Ad Format**
Camera-ready ads must be provided as a PDF electronic file. Keep graphic elements to a minimum. These include photos and logos. An ad appears confusing when there are too many elements, therefore consider the size and, if necessary, purchase a larger space. These helpful hints will be beneficial when preparing your ad material. If you have any further questions, call the Cooperative Marketing Administrator at ArtServe, Inc.

**Source Files**
Organizations creating in house ads must provide the source files used in creation for the ad.

**TV Production**
The Cooperative Marketing Program does not pay for the production of television advertisements. Be aware a “bumper” is required at the end of every TV ad placed and the Cooperative Marketing Program will provide this “bumper.” The bumper must be viewed for a minimum of 3 seconds at the end of your ad. For example, if you purchase a 30 second ad, the ad must be designed for only 27 seconds with the last 3 seconds for the bumper.
1. Cultural Arts
Cultural arts is defined by Broward County as any and all cultural disciplines, which include, but are not limited to, music, dance, drama, theater programs, creative writing, literature, architecture, painting, sculpture, folk arts, photography, crafts, media arts, history, archaeological and natural science museums and the execution and exhibition of such allied, major cultural forms.

2. Client
A client may be a Broward-based cultural organization, or an artist deemed eligible by the Cooperative Marketing Program. The client is responsible for completing, signing and submitting all Cooperative Marketing Program forms including: Participation Guidelines, Eligibility Form (if necessary), Insertion Orders, logos, photographs, artwork and copy. The client is the point of contact for all communications regarding ad placement and payment of advertising.

3. Who is Eligible?
Eligible clients include: all not-for-profit arts and cultural organizations as defined under cultural arts who maintain a home base or satellite-base in Broward County and a percentage of board members (as defined in the Broward Cultural Division’s incentives guidelines) who reside in Broward County; and all Broward-based governmental agencies and their specific departments, such as schools, universities, libraries, parks, etc., who produce or promote cultural events within Broward County. Artists currently receiving Incentive Program funding through Broward Cultural Division are eligible to participate in this program.

4. Minority Media
A minority media is media owned, operated and targeting African Americans, Hispanic Americans, Asian Americans and/or Native Americans.

5. Exceptions
Exceptions to the general Cooperative Marketing Program guidelines are to be made on a case-by-case basis.

6. Sponsor Logos in Advertisements
Sponsor: an entity that provides financial and/or in-kind support for the event being advertised. If more than five sponsors are requested for use in the ad, the ad must be approved by the Cooperative Marketing Program Administrator.

7. Print-Ready Art
Ads that have been designed and created by a graphic artist and provided to the Cooperative Marketing Program will be placed as-is once the ads are approved. All ads must be submitted with a print-ready PDF, and an Adobe InDesign packaged file. The packaged file must contain all source files, fonts and copy. The Adobe InDesign file must be back saved to CS3 or earlier. If Adobe Illustrator was used in creation of an ad then the Adobe Illustrator file must be sent. If Adobe Photoshop was used the PSD (layered file) must be sent. To send large files please use www.yousendit.com or www.wetransfer.com.

8. Tagline for Radio Spots
All radio spots must contain the official Cooperative Marketing Program Tagline. The tagline must be present at the end of the commercial.

15 SEC RADIO SPOTS
Tagline: Funded in part by Broward Cultural Division

30 SEC RADIO SPOTS
Tagline: Funded in part by Broward Cultural Division. Experience inspiration, the arts

9. Bumper for Cable
All cable ads must contain the official Cooperative Marketing Program JPEG bumper. The bumper must be present at the end of the commercial and must be on screen for at least 3 seconds. The JPEG is available online for downloading at:
http://www.broward.org/Arts/Resources/PublishingImages/CMPbumper.jpg
Step 1  Contact the media representative for the medium the organization would like to use. (This step is optional).

Step 2  Client must send a signed “Insertion Order Form” to the Cooperative Marketing Coordinator’s attention at ArtServe, Inc. at KellaR@ArtServe.org or (954) 462-8190 ext 208. Insertion orders must be signed for approval of the date, size, media, and cost of ad. This must be done THREE WEEKS prior to deadline. Insertion orders must be signed for approval of the date, size, media, and cost of ad.

Step 3  If ArtServe, Inc. is designing the ad, all text, artwork and/or images to be placed in the ad must be delivered to ArtServe, Inc. TWO WEEKS prior to the publication’s deadline date. Once the ad has been designed, it will be proofed by ArtServe, Inc. and the Broward Cultural Division. If everything is correct, it will be faxed to the organization for approval.

Step 4  If the client is designing the ad, a proof must be sent to ArtServe, Inc. TWO WEEKS prior to the publication’s deadline date. The ad will be proofed by ArtServe and the Broward Cultural Division. If revisions need to be made, it will be faxed back to the client. The amended proof will be sent back to ArtServe for final approval. The ad will then go to production. Please review page 6 and 7 for instructions.

Step 5  Invoices for the amount of the ad will be mailed to the client at least one week prior to insertion date. Payments are due upon receipt, and all accounts must remain paid in full. For information pertaining to invoicing please contact Robin Drazin, ArtServe, Inc.’s Manager, RobinD@ArtServe.org or (954) 462-8190 ext 203.

GUIDELINES

- In the event the organization needs to cancel an ad, the organization must notify ArtServe, Inc. in writing two weeks in advance of media deadline. The organization will be responsible for full payment of all ads cancelled without written notification to ArtServe, Inc.
- All media placements must be made directly through ArtServe, Inc.
- ArtServe, Inc. will not be responsible for any ads placed directly with the media by a cultural organization. All copy changes must be received in writing.
- If the organization is creating graphics for the ad, one camera-ready ad must be provided in PDF format, along with all packaged source files and fonts. For each placement in each publication. The Cooperative Marketing Program will not make any changes to a camera-ready ad. The Cooperative Marketing Program has the right to refuse any ads that do not adhere to pre-stated conditions, considered offensive, not in the best interest of the Program, and when accounts are delinquent.
Newspapers • Bus • Billboards • Minority Newspapers • Magazines
Tourist Publications • Taxi Tops • Television • Web • Radio

To advertise in any of the media listed, please contact the Cooperative Marketing Coordinator, Keila Rodriguez, at 954.462.8190 x 208.

Prices and ad sizes vary, so ALWAYS contact the Coordinator or the media representative listed to VERIFY RATES.

As stated in the participation contract, the Cooperative Marketing Program is not responsible for any ads placed outside of the given guidelines. Be sure you understand these guidelines when you and/or your organization place any ads. Guidelines have been put in place to promote fair practice and discounted advertising rates. You may either be responsible for 2/3 or 50% of the total advertising cost based on your coop classification.

To be eligible for the funding:
• All print ads must include the 2013 Cooperative Marketing Program banner
• All television ads require a three second bumper identifying the Cooperative Marketing Program
• All radio ads must include the Cooperative Marketing Program statement
**BILLBOARDS**

CBS Outdoors  
Cynthia Hunt  
O: 954-592-8383  
cynthia.hunt@cbsoutdoor.com

Clear Channel  
Kathi Rutter  
O: 305-714-3534  
KathiRutter@clearchannel.com

I-95 Billboard  
Macy John  
O: 954-923-2110  
info@i95billboard.com

**BUS TAILS & TAXI TOPS**

Direct Media  
Cindy Torbeck  
O: 954-978-5051  
ctorbeck@directmediausa.com

Yellow Cab Taxi tops (also Magazine)  
Brad Bargman  
O: 954-4-YELLOW  
brad@yellowcabmagazine.com

**MAGAZINES**

Broward Family Life  
Michelle Liem  
O: 954-424-7405  
michelle@browardfamilylife.com

Anina Venuti  
O: 305-491-7709  
aninavenuti@bellsouth.net

GoRiverwalk / Think Magazine  
Caroline Pinsker  
O: 954-332-1002  
caroline@thinkmagazines.com

**NEWSPAPERS**

Forum Publishing Group (East Sider/HighRiser/ Jewish Journal and Shalom Today)  
Lee Rosen  
O: 954-854-5214  
lrosen@tribune.com

Miami Herald (Week-end Section, Neighbor Zones)  
Aldo Arquimbau  
O: 954-538-7208  
aarquimbau@miamiherald.com

Sun Sentinel (Showtime, Local and Community News Sections)  
Kevin Klammer  
O: 954-425-1496  
kklammer@sunsentinel.com

**RADIO**

Classical South Florida  
Karen S. Kintner  
O: 954.522.8755 x12  
kkintner@classicalsouthflorida.org

Cox Radio  
Mira Stanton  
O: 305-444-4404  
mira.stanton@coxinc.com

Eric K. Thomas  
O: 305-567-5641  
Eric.Thomas@coxinc.com

WLRN  
Michael Peyton  
Ph. 305-350-7978  
mpeyton@friendofwlrn.org

WDNA  
David Callender  
O: 305-662-8889  
dcallender@staff.wdna.org

**TOURIST PUBLICATIONS**

Great Locations  
John D. Neuner  
O: 954-943-1188  
neuner@greatlocations.com

TravelHost  
Sharon Zalkin  
O: 954-463-4733  
sharon@travelhostftl.com

**WEB**

ArtsCalendar.com  
Keila Rodriguez  
O: 954-462-8190 ext. 208  
KeilaR@ArtServe.org

E-Attractions  
Amber Abram  
aabram@ctmmedia.com

Kenney’s NEW Video Signage Program (Pompano Service Plaza)  
Ruth Ann Kenney  
O: 407-859-3113  
ruthann@kenneycom.com

**MINORITY MEDIA**

Caribbean Today  
Peter Webley  
peter.webley@caribbeantoday.com

Desi Videsh  
Raj Shah  
C: 754-264-6306  
raj@globalams.com

Westside Gazette  
Charles Moseley  
954-525-1489  
wgmmarketing@bellsouth.net
To participate in the 2013 Broward Cultural Division Cooperative Marketing Program, each participating organization or artist must complete this form. All Media Plan information will be combined to create the 2013 Cooperative Marketing Program budget.

- The 2013 Cooperative Marketing Program will operate on a one dollar to two dollar match formula for organizations with budgets of $100,000 or more; and on a one to one dollar match formula for organizations with budgets of $100,000 or less.
- Cultural Organizations and artists may purchase up to $21,000 of advertising per fiscal year (October 1 through September 30).
- Cultural organizations with budgets of $100,000 or more contribute up to $14,000 and Broward Cultural Division will contribute up to $7,000 to purchase a maximum of $21,000 in media placement. Cultural organizations with budgets of $100,000 or less contribute up to $10,500 and Broward Cultural Division will contribute up to $10,500 to purchase a maximum of $21,000 in media placement.
- Individual Artists receiving grants from Broward Cultural Division may purchase up to $1,000 in advertising. Artists will contribute $500 and Broward Cultural Division will contribute $500 towards advertising.

Please fill in the dollar amount in each media area and quarter where you will require advertising assistance. Definitions of media type are located on page 14.

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<thead>
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<th>MEDIA TYPE</th>
<th>QUARTER 1</th>
<th>QUARTER 2</th>
<th>QUARTER 3</th>
<th>QUARTER 4</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>SEASON GUIDES</td>
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<tr>
<td>CVB COOP ADS</td>
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<tr>
<td>LOCAL GUIDES/DIRECTORIES</td>
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<tr>
<td>NATIONAL PRINT</td>
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<tr>
<td>LOCAL PRINT</td>
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<tr>
<td>TOURIST RELATED PUBLICATIONS</td>
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<td>BROADCAST RADIO</td>
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<td>BROADCAST TV/CABLE</td>
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<td>MOVIE THEATRE SLIDES</td>
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<td>BUS &amp; TAXI PLACARDS</td>
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<tr>
<td>OTHER- please specify</td>
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</table>

The total amount my organization has budgeted to spend in the 2012 Cooperative Marketing Program is $ __________
Name of Organization: _______________________________________________
Date:_____________________________________
Contact Name: ______________________________________ Phone: __________________________  Fax: ___________________
Will a graphic artist be designing you print ad(s)? ___________  Name of Graphic Artist: ___________________________________
Graphic Artist's Phone: ______________________ Fax: __________________ E-mail: ____________________

<table>
<thead>
<tr>
<th>Media's Name</th>
<th>Date of Insertion</th>
<th>Size of Ad*</th>
<th>Cost of Ad* (Client contribution)**</th>
<th>Please Initial Here</th>
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<tbody>
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<td>1.</td>
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<td>2.</td>
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<td>3.</td>
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</tbody>
</table>

TOTAL # OF ADS: _______________________________________

Notes:__________________________________________________________________________________
__________________________________________________________________________________

- Please note: Client invoices will reflect a 7% service charge in addition to the client contribution amount
- This Insertion Order, once signed by the Cooperative Marketing Manager and by the participant, serves as confirmation of your ad placement.
- Please review the information and initial where indicated.
- Email this form as an attachment to KeilaR@ArtServe.org as soon as possible. Questions? call Keila Rodriguez 954-462-8190 ext. 208.
- Your ad cannot be placed until this form is initialed and emailed to ArtServe.
- An invoice will be sent to you in the mail for this insertion; however, the ad cannot be placed without pre-payment.
- All artwork and materials are due to ArtServe 2 weeks prior to the publication deadline. If you choose to design your own ad, it must be received with all banners, logos, colors, and proper specifications (including format) required by Cultural Division and/or the individual publication. In the event that you send an advertisement that does not meet the requirements, you may be charged $35/hour for the necessary changes.

THANK YOU FOR CHOOSING THE COOP PROGRAM

New Initiative: Cooperative Marketing Program Participants may purchase a 2 week run on ArtsCalendar.com

Advertising opportunities include:
- The sidebar on the Home Page. Rate: $150.00**
  Month requested: __________________________  Weeks Requested: 1&2 or 3&4 Initial here: ________

- The banner on the Category Page. Rate: $250.00**
  Month requested: __________________________  Weeks Requested: 1&2 or 3&4 Initial here: ________

For the spotlight on the category Page please CIRCLE one of the following:

THEATRE • DANCE • MUSIC • VISUAL ARTS • HEALTH & SCIENCE • CONVENTIONS & MEETINGS • CULINARY DINING & NIGHTLIFE • FREE FUNDRAISERS & GALAS • GREEN & ENVIRONMENTAL • HOLIDAY • KIDS & FAMILIES • POETRY & LITERATURE

- Window Clings:
  - Full color advertising clings available on the north-east facing wall of the ArtServe Building
  - Visibility to Sunrise Vehicles, an astonishing 56,000 per day
  - Standard size 48” wide x 36” tall (full color)
  - Price: $334 (client’s 2/3 contribution) per month
  - $250 (client 50/50 contribution) per month

____________________ start date  ________________________ end date

The rates reflected above are special introductory rates for Cooperative Marketing Program ONLY! Rates are subject to change.

Approvals