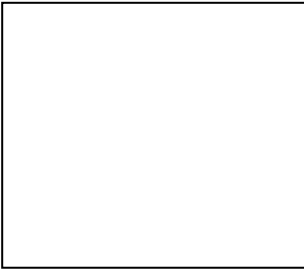


It's that time again!

**2017 PLACEMAP
RESERVATIONS & PAYMENT FORM**



1 5/8" (wide) x 1 3/8" (high)

Please check one:

- I would like to place a *new ad*.
- Please use the same ad as last year with no changes.
- Please use the same ad as last year with changes.

The Greater Shelburne Falls Area Business Association (GSFABA) Placemap continues to be one of the most successful advertising tools for the Shelburne Falls area. Long-time favorite, Susan Wyant, has retired and this year's Placemap will have a new look with new designers, Jane Beatrice Wegscheider and Phyllis Labanowski. Jane and Phyllis are hard at work to create a new, spectacular map that will grab attention and draw customers to advertising businesses.

- Approximately 30,000 copies are printed and distributed each year.
- Distributed all over the region and at the Big E.
- The ads are \$250 each and are sold on a **first-come, first paid basis**.
- The map is printed in full color.
- Ad design is included in the purchase of Placemap advertising. *However*, advertisers are welcome to submit their own camera-ready art to size (using the dimensions given above for a horizontal ad) as a tif file or pdf.

New advertisers will be contacted to discuss the creation of their ads, and will receive an emailed pdf until an ad is accepted.

Advertisers who use a former ad with no changes will not receive a proof unless requested.

Returning advertisers with changes will receive pdf proofs until an ad is accepted.

Please return this form to the GSFABA office **NO LATER** than **March 24, 2017**
to guarantee your ad for 2017.

All ads must be **prepaid in full** no later than **MARCH 24, 2017** &
your GSFABA dues must be current.

Business name: _____

Contact person: _____

Phone: _____ Email address: _____

Please bill me Check (payable to GSFABA) MasterCard Visa

Credit card #: _____ Expiration date: _____ Billing Zip Code: _____

3-digit Security Code: _____ Signature: _____