

**Junk Jaunt® DISPLAY ADVERTISING INFORMATION 2010**

**BUSINESS CARD ADVERTISERS Will Receive.....**

1. One (1) Official Junk Jaunt® Vendor Sign for your window
2. A “One-line” Vendor Listing in the Shopper Guide, with Business Name & a notation “See our Ad”
3. A number or letter on the town map, at your business location

**DISPLAY ADVERTISERS (1/4 page or larger) Will Receive.....**

1. Two (2) Official Junk Jaunt® Vendor Signs for your windows
2. A “One-line” Vendor Listing in the Shopper Guide, with Business Name & a notation “See our Ad”
3. A number or letter on the town map, at your business location

**AD SUBMISSION:**

1. As a prepared, electronic ad in the PROPER SIZE (see Electronic Ads below or Advertising Contract)
2. Hand written or drawn with the information you want to appear in your ad.
3. Since we do not have a mind reader on staff, you must tell us what you wish to include in your ad.
4. PLEASE think about services that you can offer the traveling public that will draw them through your door to spend money. New Junk Jaunt® customers are not just for garage sales.

**Business LOGOS** must be provided by you. Printers are forbidden to take them from the internet.

**ELECTRONIC Ads.....**

Prepared ads MUST BE submitted as

1. An email attachment or on a CD. (See Advertising Contract for exact size of ads)
2. Prepared with 300 DPI
3. Submitted in a .jpeg , .tif or .pdf format

**PAYMENT:** Payment in full is due when you sign the Advertising Contract.

If your ad does not appear as promised, your money will be refunded.

**Advertising questions should be directed to**

Peggy Haskell, Adv. Chm  
POB 21  
Burwell, NE 68823  
308-346-4815  
(Alltel Cell 308-214-0300)  
email: [advertising@junkjaunt.com](mailto:advertising@junkjaunt.com)

**Advertising checks ---- payable to:**

NEBRASKA'S JUNK JAUNT®

**Mail Contracts, Payment & Adv. Info to:**

JUNK JAUNT® Advertising.  
POB 21  
Burwell, NE 68823

**Email Electronic Advertisements to:**

[advertising@junkjaunt.com](mailto:advertising@junkjaunt.com)

**Junk Jaunt® ADVERTISING CONTRACT 2010**

**Display /Box ads in NEBRASKA'S JUNK JAUNT® SHOPPER GUIDE 2010**

- \$\_\_\_\_\_ Back Cover (Black & 1 color, \$420) (Ad size ---5 3/4 W x 9 1/2 H [inches] )
- \$\_\_\_\_\_ Inside Back Cover (Black & 1 color, \$390) Ad size -5 3/4 W x 9 1/2 H [inches] )
- \$\_\_\_\_\_ Inside Front Cover (Black & 1 color, \$390) (Ad size .-5 3/4 W x 9 1/2 H [inches] )
- \$\_\_\_\_\_ Full page (Display Ad) (\$220) Black/White only (Ad size---5 3/4 W x 9 H [inches] )
- \$\_\_\_\_\_ 1/2 page (Display Ad) (\$120) Black/White only (Ad size ---5 3/4 W x 4 1/2 H [inches] )
- \$\_\_\_\_\_ 1/4 page (Display Ad) (\$80) Black/White only (Ad size ---2-3/4 W x 4-1/2 H [inches] )
- \$\_\_\_\_\_ Business Card (Display Ad) (\$30) (1/12 page only) (Ad size ---2-3/4 W x 1-1/2 H [inches] )
- \$\_\_\_\_\_ A 'Hot Link' (\$30) from the Junk Jaunt® Web page to Your **TOWN** website.

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\$\_\_\_\_\_ TOTAL ADVERTISEMENT COST (from above) Payment in full with this contract  
(Attach...Check or money order & information for your advertisement)

Mail to: Nebraska's Junk Jaunt®, POB 21, Burwell, NE 68823

Questions: 308-346-4815 or [advertising@junkjaunt.com](mailto:advertising@junkjaunt.com)

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NAME OF BUSINESS \_\_\_\_\_

**DEADLINE:  
JULY 10, 2010**

STREET ADDRESS \_\_\_\_\_

MAILING ADDRESS (if different than above) \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ PHONE \_\_\_\_\_

FAX \_\_\_\_\_ EMAIL ADDRESS \_\_\_\_\_

Address of your Business Web Page: www. \_\_\_\_\_

Address of your Town Web Page: www. \_\_\_\_\_

SIGNATURE OF ADVERTISER \_\_\_\_\_ DATE \_\_\_\_\_

AD SALESMAN \_\_\_\_\_ DATE \_\_\_\_\_

## PLANNING TO SELL AT NEBRASKA'S JUNK JAUNT®

### ALL SALES VENDORS are expected to:

- a. Complete a Vendor Registration form and pay required fees.  
[All Vendor fees are used for local, state & national advertising]
- b. Obtain permission from the Town's Junk Jaunt® Coordinator before setting-up your sale.  
[Call for central set-up locations]
- c. Pay community set-up fees (if required).
- d. Comply with Nebraska Tax and Food laws.

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### ALL FOOD VENDORS:

Please note that all sales, garage sales, food sales, fresh produce sales etc, are subject to state (& local) laws, as published by Nebraska Department of Agriculture, 301 Centennial Mall South, POB 95064, Lincoln, NE 68509  
For complete information, phone 402-471-2538. Web Site: [www.agr.state.ne.us/pub/daf/market.htm](http://www.agr.state.ne.us/pub/daf/market.htm)

### TRADEMARK ROYALTIES on JUNK JAUNT® SOUVENIRS

A legal copyright has been registered for the names, 'Junk Jaunt'® & 'Nebraska's Junk Jaunt'®  
Our logo (the directional sign post) is a registered TradeMark. It is illegal to use a Copyright or TradeMark name or logo, without WRITTEN permission of the committee. Any souvenir imprinted with the Junk Jaunt® name or logo is subject to Trademark/Copyright laws and subsequent royalties. (Read on for details)

### OBTAINING PERMISSION TO USE THE JUNK JAUNT® NAME OR LOGO

It is a simple process to obtain permission to produce and sell Junk Jaunt® souvenirs using the Junk Jaunt® or Nebraska's Junk Jaunt® name or its' logo™.

- a. Send a letter detailing how the Junk Jaunt® logo will be used on merchandise /souvenir including numbers to be produced and retail price.
- b. Attach an artists design (or sketch) of the merchandise /souvenir.
- c. Enclose a completed Vendor Registration form and required fees.  
(If permission to sell is denied, your Vendor Fees will be returned)
- d. If your souvenir/merchandise is approved [in good taste] you will receive written permission from the committee. (Allow 2-3 weeks for your request to be processed)
- e. Ten percent (10%) royalty will be collected on all merchandise / souvenirs carrying the Junk Jaunt® name or logo as soon as the Junk Jaunt® event is over.
- f. Permission and Vendor Registration must be received BEFORE the AUGUST 10<sup>th</sup> vendor deadline.  
Vendor Registrations after the deadline cannot be guaranteed a listing in the Junk Jaunt® Shopper Guide.

### Mail requests for Junk Jaunt® Copyright and TradeMark™ usage to:

Peggy Haskell, General Coordinator  
Nebraska's Junk Jaunt®  
POB 21 Phone 308-346-4815  
Burwell, NE 68823  
Email: [advertising@junkjaunt.com](mailto:advertising@junkjaunt.com) or [answers@junkjaunt.com](mailto:answers@junkjaunt.com)