

**JUNK JAUNT© ADVERTISING ----- DEADLINE JULY 10, 2008**

**Advertising for Nebraska's Junk Jaunt© gives you several choices.....**

1. Inside Front Cover, Back Cover or Inside Back Cover Ad in the Shopper Guide
2. Display Ad (Box Ad) ( ¼ pg, ½ pg, full page )
3. Business Card Ad (slightly smaller than a business card... 12 ads per page)
4. Website Ad (Your Display or Business Card ad duplicated on the Junk Jaunt© Website.)
5. Does your town or business have a website?? You may place a 'Hot Link' from the Junk Jaunt© website to your town or business web site.

**WHO CAN ADVERTISE ?? Anyone !!!!**

If you are a Specialty store, Motel – B&B - Campground, Restaurant, Mechanic, Locksmith, Auto Parts Store, Trailer sales, Propane business, Variety store, Gasoline station etc., you may wish to advertise your merchandise or services to Junk Jaunt© TRAVELERS. Advertise your downtown sidewalk sales or in-store specials. Ads can be used to tell visitors what Services you offer (ATM, towing, churches, nearby attractions etc), or your ad might simply say “Welcome to     (your town)    ”.

OUR JUNK JAUNT© MOTTO: “You are limited by your imagination and the law!”

**DESIGN YOUR AD WITH THE JUNK JAUNT© SHOPPER / TRAVELER IN MIND.....**

Keep your ad light hearted and of interest to TRAVELERS and their NEEDS. Complete the Advertising Contract and attach any materials or information that you wish the printer to use in preparing your ad. The printer will do their best to make your ad informative & eye-catching. Your ad can be faxed back to you for proofing, at your request.

Someone from your towns' Junk Jaunt© committee, will be calling on you, asking you to advertise your business.

Shopper Guide **COVER ADS** are the only ads that can have “one added color”. The printer and Junk Jaunt© coordinator will determine which color will be used.

**DISPLAY ADVERTISERS WILL RECEIVE (1/4 pg, 1/2 pg, Full page, Cover ads)**

- a). A “Vendor Number” to be placed on the ‘city map’ at your business location.
- b). A ‘One-line Vendor listing’ in the Shopper Guide, giving your vendor number, business name and the notation.... “See our Ad this section”
- c). Two (2) Free, Junk Jaunt© Vendor Signs (pre-printed) to be displayed in a prominent place on or near your place of business. (People tell us they look for these signs.)  
(Additional Signs available at \$1 each)
- d). One (1) Free, Junk Jaunt© SHOPPER Guide (NOTE: Only ¼ page ad or larger)

**BUSINESS CARD ADVERTISEMENTS ( 12 business card ads on a Junk Jaunt© page)**

All Business Card Ads are 1/12<sup>th</sup> of a Junk Jaunt© page in size.... **2 ¾ W x 1 ½ H** (inches)  
Four to Six (4-6) lines is the limit for good readability.

Each Business Card Advertiser will receive....

- e). A number on the town map, at your business location
- f). One (1) Free, Junk Jaunt© Vendor Sign
- g). A “One-line” Vendor Listing in the Shopper Guide, with your Vendor number, Business Name & the notation.... “See our Ad this section”.

(See Advertising Contract page & Website Advertising page for specific ad sizes & rates) (Pg A-1)

**JUNK JAUNT© WEBSITE ADS ..... [www.nebraskajunkjaunt.com](http://www.nebraskajunkjaunt.com)**

- a. Website Ads are available ONLY with the purchase of a Display Ad or Business Card ad
- b. Your website ad **MUST** be submitted by you in a format ready to place on our webpage (300ppi x 150ppi or larger and 72dpi or better) Web ads can be full color OR black & white.. Your choice. All ads will be placed on the webpage exactly as submitted by you. We cannot convert B/W ads to color or Color ads to B/W.
- c. Changes to existing ads must also be submitted in the same format as a new ad.
- d. Submit new Web Ads or Ad Changes to: [advertising@junkjaunt.com](mailto:advertising@junkjaunt.com)
- e. Deadline: JULY 10 ...for all advertisements (web ads and shopper guide ads)
- f. Your ad will remain on the Junk Jaunt© web page from about Aug 1 – Jan. 31 (or longer)

**Business LOGOS** must be submitted by you. Printers are forbidden to copy logos from the internet.

**Advertisement SET-UP CHARGE:**

No Set-Up Fees. One price does it all. **HOWEVER,** You supply the information you want in your advertisement and we will do the work.

Information can be an ad used in another publication OR hand written...legible, of course.

**PAYING FOR ADS: Payment in full is due when you sign the Advertising Contract**

If your ad does not appear in the Junk Jaunt© Shopper Guide, your money will be refunded.

**ADVERTISEMENT DEADLINE: JULY 10, 2008** ...all ADVERTISING contracts and advertising copy must be in the hands of the Junk Jaunt© Advertising Chairman, along with the correct advertisement fees, by this date. Don't wait until the last minute !!!

**YOUR TOWN WEBSITE ....**

If your town has a website with information that you would like the world to see, it can be done with a Hot Link from the Junk Jaunt© web page. If this sounds interesting to your town, check the appropriate line on the Advertising Contract, and give us your Website Address.

**NEW CATEGORY..."ITEMS WANTED".**

For collectors looking for that special item, you may purchase an advertisement in our new "Items Wanted" section of the Junk Jaunt© Shopper Guide. Pricing is the same as any Business Card or Display advertisement. (see pages A-1 & A-3 for details). This ad WILL NOT be on our website.

**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. CDs to:**

JUNK JAUNT Advertising Chm.  
POB 21  
Burwell, NE 68823

**Email Electronic Advertisements to:**

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

Junk Jaunt© **ADVERTISING CONTRACT 2008**

**For all Ads in NEBRASKA'S JUNK JAUNT© SHOPPER GUIDE & Web Pages, 2008**

- \$\_\_\_\_\_ Back Cover (B/W \$320) (add 1-color \$420) (Ad size ---5 3/4 W x 9 1/2 H (inches).
- \$\_\_\_\_\_ Inside Back Cover (B/W \$290) (add 1-color \$390) Ad size -5 3/4 W x 9 1/2 H (inches).
- \$\_\_\_\_\_ Inside Front Cover (B/W \$290) (add 1-color \$390) (Ad size .-5 3/4 W x 9 1/2 H (inches).
- \$\_\_\_\_\_ Full page (Display Ad) (\$220) (Ad size---5 3/4 W x 9 H (inches). Black/White only
- \$\_\_\_\_\_ 1/2 page (Display Ad) (\$120) (Ad size --- 3/4 W x 4 1/2 H (inches). Black/White only
- \$\_\_\_\_\_ 1/4 page (Display Ad) (\$80) (Ad size ---2 3/4 W x 4 1/2 H (inches). Black/White only
- \$\_\_\_\_\_ Business Card Ad (1/12 page for \$30) (Ad size ---2 3/4 W x 1 1/2 H (inches)
- \$\_\_\_\_\_ Web-Page Ads (\$30) Your ad on [www.junkjaunt.com](http://www.junkjaunt.com), (with purchase of any ad. above)
- \$\_\_\_\_\_ "Items Wanted" Ad. (See page A-2 for details)
- \$\_\_\_\_\_ A 'Hot Link' (\$30) from the Junk Jaunt© Web page to Your TOWN website.

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\$\_\_\_\_\_ TOTAL ADVERTISEMENT COST (from above) (see Page A-1 & A-2 for details )  
 (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, 2008**

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 \_\_\_\_\_

# SELLING AT NEBRASKA'S JUNK JAUNT© ?

## The official JUNK JAUNT© AREA

The Nebraska Junk Jaunt© area is limited to the counties of Blaine, Loup, Garfield, Wheeler, Greeley, Valley, Custer, Sherman & Howard. It also includes the top half of Hall County, specifically, Grand Island, Alda, Wood River & Cairo. Also, Ravenna in Buffalo County.

## ALL Garage SALES and Commercial VENDORS are asked to:

- \* Contact the Junk Jaunt© Coordinator in your town, asking information on setting-up your sale.
- \* Pay Community set-up fees (if required)
- \* Share the cost of advertising Nebraska's Junk Jaunt©..Registering your sale in the Shopper Guide.
- \* Comply with all Nebraska Tax and Food laws.

**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 68509-5064 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).

## VENDOR LISTING DEADLINE

Each **VENDOR/Seller** who submits a completed Vendor Registration Form (including all required fees), will receive a listing in the Official Junk Jaunt © Shopper Guide, provided the form is postmarked on or before Aug. 10, 2008 OR in the hands of the Vendor Chm. by Aug. 13<sup>th</sup> .

**QUESTIONS** Email: [vendorinfo@junkjaunt.com](mailto:vendorinfo@junkjaunt.com) phone 308-346-4815

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## Want to Sell JUNK JAUNT© MERCHANDISE ????

The names, Junk Jaunt© and Nebraska's Junk Jaunt© are registered under copyright law and the Nebraska's Junk Jaunt© logo is a TradeMark, all registered to Loup Rivers Scenic Byway. It is illegal to use a Copyright or TradeMark name or logo without WRITTEN permission from the registered owner.

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

- a. At least one month in advance, contact the Junk Jaunt© Committee asking permission to use the Junk Jaunt name or logo. (*address below*)
- b. Attach to your letter an artists design of the merchandise you wish to sell, the approximate number to be produced and the retail price.
- c. Include the Vendor Registration form and required fees with your letter. (If permission is denied, the Vendor Fees will be returned.
- d. The Byway & Junk Jaunt© committee will review your request and give their written approval or rejection within three (3) weeks of receiving your request
- e. You are required to pay a Trademark Royalty on all merchandise using the Junk Jaunt© name or logo. (Royalty fees are the lesser of, \$1 per item (or) 10% of printed merchandise)

Mail your request to:

Loup Rivers Scenic Byway  
Attn: Trademark Committee  
POB 21  
Burwell, NE 68823

Phone or Fax: 308-346-4815

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

