



FIRST AND ONLY PROOF

Christine Gossett
Denton Convention & Visitors Bureau
414 Parkway
Denton, TX 76202
PH: 940-382-7895 FAX: 940-382-0040
Client: Denton Convention & Visitors Bureau *** Revised Contract

Quarter Page and Brochure

ATTN: 1999 Texas Fall Newspaper Insert
RE: Four-Color Proof

Enclosed is a proof of your ad in the 1999 Texas Fall Newspaper Insert. Please check your ad for color accuracy. Call Rosemary Vaughn at 904-724-2500 if you have any questions. If you have received this proof in error or the person this proof was intended for is not available by the deadline below, please call this office immediately.

**ALL APPROVALS MUST BE RECEIVED BY
JULY 22, 1999, 3:00PM EST**

Any color changes made after this date may be subject to an additional production charge.

- 1) Sign here if color in ad is correct as shown and ad is approved. _____
- 2) Initial here if any color corrections are necessary. CG *Not color corrections, but other format corrections needed*
- 3) Initial here to verify than images have not been reversed improperly. _____

**FILL OUT AND FAX BACK THIS PAGE
WITH COLOR CORRECTIONS
BY JULY 22, 1999, 3:00 PM EST (Fax to 904-725-3683)**

Important Note:

We will do our best to ensure that your proof includes all of the information you desire and is free of grammatical errors. Please understand that from time to time mistakes are made.

Take this time to proof your ad thoroughly, initial and fax back by the above date your approval that all information is correct as shown, or that changes need to be made. We will not be responsible for changes made after July 22, 1999.

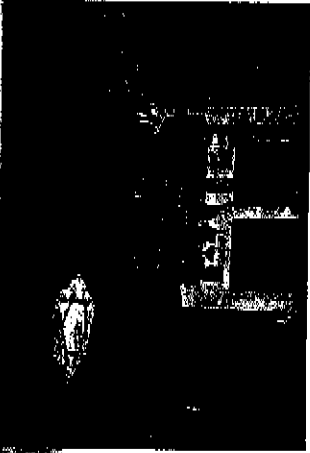
D e n t o n

From the Courthouse to the Victorians, ^{the} ~~The~~ House a Lot of History.

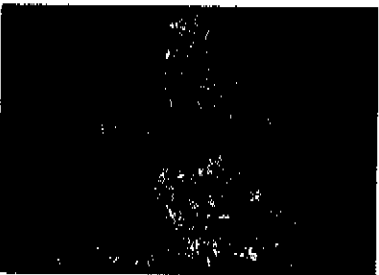
Visit Denton's historic downtown Courthouse Square, with its unique shops, restaurants, galleries and museums. Hotels, motels, bed & breakfasts... accommodations are plentiful here, at tremendous values. Historically, a great place to make a memory! Call about theater performances, concerts and festivals this fall!

Visit Denton Convention & Visitor Bureau, call toll-free 888-381-1818 or visit the Web site at www.dentonchamber.org.

Denton's Courthouse-on-the-Square Museum offers a unique historical



perspective of the city and its surrounding area. Rotating exhibits include such one-of-a-kinds as Denton pottery, early-American blue glass, weaponry, dolls and toys. Several rooms are decorated with period pieces depicting life in the home before the turn of the century. Open Mon. - Fri. 10 - 4:30 and Sat: 11 - 3. Genealogy research facilities are also available. Denton County Courthouse-on-the-Square Museum, 110 W. Hickory. Call 940-565-5667 or visit www.co.denton.tx.us/dept/hem.htm.



IN DENTON - a historic downtown square. Unique shops, restaurants and galleries. Opportunities for your fall! Denton Bed & Breakfast. Call for a free brochure. Toll-free 888-381-1818. Or visit www.dentonchamber.org.

More 2nd Paragraph about museum to the first Paragraph and the first paragraph about general visitor info. to the second paragraph's place.

Preprint Publishing Company, Inc.

6900 Southpoint Dr. N., Suite 300
Jacksonville, Florida 32216
904-724-2500 • 904-724-5320 (FAX)

TO: *Mr. James H. Smith
1234 Main Street
Jacksonville, FL 32202*

Date: *05/15/98*

Invoice #: *1000000000*

*Preprint Publishing Company, Inc.
6900 Southpoint Dr. N., Suite 300
Jacksonville, Florida 32216
904-724-2500 • 904-724-5320 (FAX)*

DESCRIPTION

AMOUNT DUE

Section: *Business*

Insert Date: *05/15/98*

Advertiser: *ABC Company*

Client Order/Contract #: *12345*

Space: *1/2 page, 10 lines, 5 columns, 1000 words*

Space Cost: *\$1000.00*

Net Amount due by

Total Amount Due after *will be*

Thank you!!

Balances not paid by due date are subject to service charge of 2% (Annual rate-24%).
Where collection is required, debtor will pay all collection costs, court costs and attorney fees incurred.

PLEASE RETURN YELLOW COPY WITH REMITTANCE TO THE ABOVE ADDRESS.



6900 Southpoint Dr. N.
Jacksonville, FL 32216
904-724-2500 • 904-724-5320 (fax)

ADVERTISING CONTRACT

Advertiser identified below requesting advertising under this contract and Preprint Publishing Co. Inc. (the Publisher) upon acceptance hereby agree as follows:

Advertiser _____
Address _____
City/State/Zip _____

Attn: _____

Phone: _____

Section: _____

Space: _____

Space Cost: _____

Special Instructions _____

Materials Needed: _____

Materials Due Date: _____

Note: All ads will be in editorial-style (advertorial) format. Any exception (i.e. display ad) requires written approval from Preprint Publishing Company, Inc. prior to materials deadlines.

Send Reader Service inquiries to:

Name _____

Company _____

Address _____

City _____ State _____ Zip+4 _____

The undersigned Advertiser verifies that the information above is correct and agrees to the terms and conditions of this contract, including those terms and conditions on the reverse side.

Advertiser _____

By Its Authorized Representative:

Authorized Signature

Date _____

Accepted by Preprint Publishing Company, Inc.

Authorized Signature _____

Date _____

Sign and return one copy to Preprint Publishing Company, Inc. at the above address.



Treprint
Publishing

FACSIMILE COVER SHEET

6900 Southpoint Dr. N., Suite 300
Jacksonville, FL 32216
(904) 724-2500 phone
(904) 724-5320 fax

If you have any problems receiving this transmission, please call (904) 724-2500. Thank you.

Date: 7/22/99 Time: 1200

From: ROSEMARY VAUGHN

Deliver To: CHRISTINE GOSSETT

RE: 99TXF DENTON CVB

Fax Number: 940-382-0040

Number of pages including cover page: 2

Message:

Here is your revised ad. If you
approve, please sign and fax
back. Thank-you.

Rosemary

In your subhead, you noted the change from they to we in reference to Denton. We do not use we, us, or our in the insert advertorial format, and I took the Liberty of changing the type to read "Denton Houses..." instead. I tried to reach you yesterday on the phone to confirm this, and got a voicemail. Please notify me asap if this presents too great of a problem. Thank you.

A.H.H.: Rosemary Vaughn

D e n t o n

From the Courthouse to the Victorians, Denton Houses a Lot of History.

Denton's Courthouse-on-the-Square Museum offers a unique historical perspective of the city and its surrounding area. Rotating exhibits include such one-of-a-kinds as Denton pottery, early-American blue glass, weaponry, dolls and toys. Several rooms are decorated with period pieces depicting life in the home before the turn of the century. Open Mon.-Fri. 10-4:30 and Sat: 11-3. Genealogy research facilities are also available. Denton County Courthouse-on-the-Square Museum, 110 W. Hickory.



Visit Denton's historic downtown Courthouse Square, with its unique shops, restaurants, galleries and museums.



Hotels, motels, bed & breakfasts... accommodations are plentiful here, at tremendous values. Historically, a great place to make a memory! Call about theater performances, concerts and festivals this fall! Denton Convention & Visitor Bureau, call toll-free 888-381-1818 or visit the Web site at www.dentonchamber.org.

Call 940-565-5667 or visit www.co.denton.tx.us/dept/hem.htm.

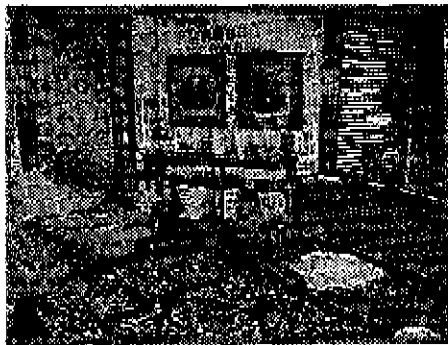
Circle reader response #20

this info. is for
the museum, please
put under that
paragraph

Denton

From the Courthouse to the Victorians, Denton Houses a Lot of History.

Denton's Courthouse-on-the-Square Museum offers a unique historical perspective of the city and its surrounding area. Rotating exhibits include such one-of-a-kinds as Denton pottery, early-American blue glass, weaponry, dolls and toys. Several rooms are decorated with period pieces depicting life in the home before the turn of the century. Open Mon.-Fri. 10-4:30 and Sat: 11-3. Genealogy research facilities are also available. Denton County Courthouse-on-the-Square



Museum, 110 W. Hickory.

Call 940-565-5667 or visit www.co.denton.tx.us/dept/hem.htm.

Visit Denton's historic downtown Courthouse Square, with its unique shops, restaurants, galleries and museums. Hotels, motels, bed & breakfasts... accommodations are plentiful here, at tremendous



values. Historically, a great place to make a memory! Call about theater performances, concerts and festivals this fall! Denton Convention & Visitor Bureau, call toll-free 888-381-1818 or visit the Web site at www.denton-chamber.org.

Circle reader response #20

Christina L. Smith

7/23
VJ



*Treprint
Publishing*

FACSIMILE COVER SHEET

6900 Southpoint Dr. N., Suite 300
Jacksonville, FL 32216
(904) 724-2500 phone
(904) 725-3683 fax

If you have any problems receiving this transmission, please call (904) 724-2500. Thank you.

Date: 7/23/99 Time: 5PM

From: ROSEMARY VAUGHN

Deliver To: CHRISTINE GOSSETT

RE: 99TXF DENTON CVB

Fax Number: 940-382-0040

Number of pages including cover page: 2

Message:

Here is your revised ad. If you approve,
Please sign and fax back. Thank-you.

Rosemary

1 From (please print and press hard)

 Date: 5/21/9 Sender's FedEx Account Number: 113029994

 Sender's Name: Christine Grossett Phone: (940) 382-7895

 Company: Denton Convention & Visitors Bureau

 Address: 414 Parkway Dept./Floor/Suite/Room:

 City: Denton State: TX ZIP: 76201
2 Your Internal Billing Reference Information
 (Optional) (First 24 characters will appear on invoice)

3 To (please print and press hard)

 Recipient's Name: Preprint Publishing Co., Inc. Phone:

Company:

 Address: 6900 Southpoint Drive N., Suite 300 Dept./Floor/Suite/Room:

 City: Jacksonville, FL State: FL ZIP: 32216
For HOLIDAY at FedEx Location check here
 Hold Weekday (Not available with next business day)
 Hold (Not available at all locations) (Available for FedEx Priority Overnight and FedEx 2Day only)

For WEEKEND Delivery check here (Extra charge, not available at all locations)

 Saturday Delivery (Available for FedEx Priority Overnight and FedEx 2Day only)
 N/A: Sunday Delivery (Available for FedEx Priority Overnight only)

Service Conditions, Declared Value, and Limit of Liability By using this Airbill, you agree to the service conditions in our current Service Guide or U.S. Government Service Guide. Both are available on request. See BACK (REVERSE) COPY OF THIS AIRBILL FOR INFORMATION AND ADDITIONAL TERMS. We will not be responsible for any claims in excess of \$100 per package whether the result of loss, damage, or delay, non-delivery, misdelivery, or misrouting, unless you declare a higher value, pay an additional charge, and document your

Actual loss in a timely manner. Your right to recover from us for any loss includes intrinsic value of the package, loss of sales, interest, profit, attorney's fees, costs, and other forms of damage, whether direct, incidental, consequential, or special, and is limited to the greater of \$100 or the declared value but cannot exceed actual documented loss. The maximum declared value for any FedEx Letter and FedEx Pak is \$500. Federal Express may, upon your request, and with some limitations, refund all transportation charges paid. See our www.fedex.com for further details.

Questions?

Call 1-800-Go-FedEx (800)463-3339

The World On Time

4a Express Package Service Packages under 150 lbs.

Delivery commitments may be later in some areas.

 FedEx Priority Overnight (Next business morning)
 FedEx Standard Overnight (Next business afternoon)
 FedEx First Overnight (Earliest next business morning delivery to select locations) (Higher rates apply)
 FedEx 2Day (Second business day)
 FedEx Express Saver (Third business day)
 FedEx Letter Rate not available. Minimum charge: One pound rate.

4b Express Freight Service Packages over 150 lbs.

Delivery commitments may be later in some areas.

 FedEx Overnight Freight (Next business day)
 FedEx 2Day Freight (Second business day)
 FedEx Express Saver Freight (Up to 3 business days)

(Call for delivery schedule. See back for detailed descriptions of freight services.)

5 Packaging
 FedEx Letter (Declared value limit \$500)
 FedEx Pak
 FedEx Box
 FedEx Tube
 Other Pkg.

6 Special Handling

(Do not check unless you are checked) (Charge as required)

 Does this shipment contain dangerous goods? No Yes (Specify) Yes (Specify) (Charge as required)
 Dry Ice (Dry Ice UN 1845) Cargo Aircraft Only

*Dangerous Goods cannot be shipped in FedEx packaging.

7 Payment

 Bill to: Sender (Account No. in Section 1 will be billed) Recipient (Enter FedEx Account No. or Credit Card No. below) Third Party Credit Card Cash/Check

 FedEx Account No.: _____
 Credit Card No.: _____ Exp. Date: _____

Total Packages	Total Weight	Total Declared Value*	Total Charges
		\$ 00	\$

*When declaring a value higher than \$100 per shipment, you pay an additional charge. See SERVICE CONDITIONS, DECLARED VALUE AND LIMIT OF LIABILITY section for further information.

8 Release Signature See back for delivery status delivery options.

Your signature authorizes Federal Express to deliver this shipment without obtaining a signature and agrees to indemnify and hold harmless Federal Express from any resulting claims.

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Denton ad copy - TTIA Fall 1999:

Accompanied by Courthouse photo

From our Courthouse to Our Victorians, We House a Lot of History

Visit Denton's historic downtown Courthouse Square, with its unique shops, restaurants, galleries and museums. Hotels, motels, bed & breakfasts... accommodations are plentiful here, at tremendous values. Historically, a great place to make a memory! Call us about theater performances, concerts, and festivals this fall!

Denton Convention & Visitor Bureau
Toll-free (888) 381-1818
www.denton-chamber.org

Accompanied by parlor photo:

Denton's Courthouse-on-the-Square Museum offers a unique historical perspective of the city and its surrounding area. Rotating exhibits include such one-of-a-kinds as Denton pottery, Early American Blue Glass, weaponry and dolls & toys. Several rooms are decorated with period pieces depicting life in the home before the turn of the century. M-F: 10 - 4:30 and Sat: 11 - 3. Genealogy research facilities are also available.

Denton County Courthouse-on-the-Square Museum
110 W. Hickory
(940) 565-5667
www.co.denton.tx.us/dept/hem.htm

ADVERTISING, MARKETING & PUBLIC RELATIONS

5757 Alpha Road, Suite 221 • Dallas, Texas 75240 • (972) 991-0871 • FAX: (972) 490-5194 • anderhanegan.net



Jacksonville

St. Louis

Chicago

Dallas

Reno

FAX TRANSMISSION

Date: June 16, 1999

To: Christine Gossett
Denton Convention & Visitors Bureau

From: Louis Haley
Preprint Publishing

Message:

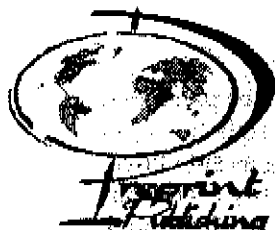
Following is a revised copy of your contract for the **1999 Texas Fall Vacation Guide Newspaper Insert**. (Hard copy will be forwarded in the mail).

June 25, 1999
The deadline for materials is July 9, 1999. Please return signed copies of the contracts as soon as possible to ensure you will receive both a black & white and four-color proof. It is imperative to also complete the Reader Response information in order to process your contract. You may fax the contract to 904-596-0549.

We look forward to working with you and please do not hesitate to call if you have any questions.

Thank you.

*Follow up
make a note when sending it in that it's a copy
On this
100 words
2 slides
June 25th*



6900 Southpoint Dr. N.
Jacksonville, FL 32216
904-724-2500 • 904-724-5320 (fax)

ADVERTISING CONTRACT

Advertiser identified below requesting advertising under this contract and Preprint Publishing Co. Inc. (the Publisher) upon acceptance hereby agree as follows:

Contract # 6116

Advertiser: Denton Convention & Visitors Bureau Client: Denton Convention & Visitors Bureau ***
Address: 414 Parkway Revised Contract ***
City/State/Zip: Denton TX 76202

Attn: Christine Gossett, V.P.

Phone: 940-382-7895 Fax #: 940-382-0040

Insert Date: 8/29/99

Section: 1999 Texas Fall Vacation Guide Newspaper Insert

Space: Quarter Page and Brochure

Space Cost: \$5,687.50 Invoice Amount: \$4,199.00

Special Instructions *** Invoice amount reflects a Multiple Publication Discount ***

Materials Needed: Quarter Page and Brochure No more than 110 words of copy and two color slides. Send 2 brochures and no more than 25 words of copy. Materials can be sent in digital format (300dpi minimum resolution) on zip disk.

Materials Due Date: 8/25/99 Please provide these materials sooner if possible

SEND ALL MATERIALS TO:
Preprint Publishing Company, Inc.
6900 Southpoint Drive, N., Suite 300
Jacksonville, FL 32216

Note: All ads will be in editorial-style (advertorial) format. Any exception (i.e. display ad) requires written approval from Preprint Publishing Company, Inc. prior to materials deadlines.

Send Reader Service inquiries to:

Name: Christine Gossett
Company: Denton CVB
Address: ~~314~~ P.O. Drawer P
City: Denton State: TX Zip: 76201

Please initial the spaces below to indicate whether you would prefer to receive your Reader Response on LABELS or DISKS. LABELS are provided at NO EXTRA CHARGE, but there will be an additional charge of \$150.00 for DISKS which is non-refundable. After the insert date, DISKS will be \$250.00.

LABELS: _____ DISKS: _____

The undersigned Advertiser verifies that the information above is correct and agrees to the terms and conditions of this contract, including those terms and conditions on the reverse side.

Advertiser: Denton CVB

By Its Authorized Representative: Christine A. Gossett

Date: 6/17/99 Authorized Signature

Accepted by Preprint Publishing Company, Inc.

Authorized Signature: Louis Haley

Date: 6/16/99

Sign and return one copy to Preprint Publishing Company, Inc. at the above address.

DENTON CONVENTION & VISITOR BUREAU CO-OP ADVERTISING PROGRAM

In an effort to maximize advertising dollars and exposure for Denton tourism-related businesses, the Denton CVB has developed a Co-Op Advertising Program that will offer Denton area businesses cost effective advertising opportunities in key tourism publications. As a member of the Texas Travel Association, the CVB receives discounted rates which we can pass along local businesses through this co-op program.

PUBLICATION: Texas 1999 Fall Vacation Guide Newspaper Insert
Published by Preprint Publishing in cooperation with the *Texas Travel Industry Association*

ISSUE DATE: Sunday, August 29, 1999

CIRCULATION: 1,000,000 households, PLUS 400,000 bonus circulation

READERSHIP: 2,910,000 + 1,164,000 bonus (based on 2.91 readers per copy)

DISTRIBUTION: Select demographic households in the following newspapers:

Abilene Reporter News
Austin American Statesman
Bryan-College Station Eagle
Fort Worth Star Telegram
Houston Chronicle
Kerrville Times
Killeen Herald
Longview News Journal
Lufkin News
Midland Reporter Telegram
Nacogdoches Sentinel
Oklahoma City Oklahoman
San Angelo Standard Times
San Antonio Express News
Tyler Courier-Times-Telegraph
Waco Tribune Herald

BONUS CIRCULATION:
Albuquerque Journal
Tulsa World
Arkansas Democrat-Gazette
New Orleans Times-Picayune

FORMAT: Advertorial, feature story style with all headlines, body copy and captions in same typeface. All pictures are 4/color.

DEADLINES: Space reservations: June 18, 1999
Copy & printing materials: June 25, 1999
To received the co-op rates, the ads must be placed with Denton CVB

Natural Bridge Caverns



Travel deep into the heart of the Texas Hill Country and take a walk back in time through Texas' largest show cave: Natural Bridge Caverns. See spectacular limestone chambers filled with breathtaking formations intricately created by the constant drip of water. Experience natural history in process. A magnificent surprise awaits you around each corner.

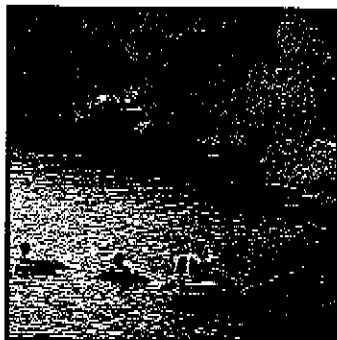
Natural Bridge Caverns, a U.S. Natural Landmark and State Historical site, is located off I-35 between San Antonio and New Braunfels, Exit #175. Temperature is

Nestled in the Texas Hill Country between San Antonio and Austin is one of the premier vacation destinations in Texas - New Braunfels. "Gemutlichkeit," (German hospitality) abounds and their German heritage flourishes in the museums, architecture and, of course, celebrations. Come and enjoy a relaxing float down the Comal river or an exciting adventure down the Guadalupe River. Don't miss Schlitterbahn Waterpark and Resort, the nation's number one waterpark. Come celebrate Schlitterbahn's 20th anniversary and experience their uphill water rollercoaster.

For those folks who prefer a dry adventure, New Braunfels has beautiful golf courses, great shopping and unique boutiques. Visit the Historic District of Gruene with the Oldest

always 70 degrees. Tours given daily 9am - 4pm year-round; 9am - 6pm June, July, and August. For additional information, call 210-651-6101, or visit their Web site at www.naturalbridgetexas.com/caverns.

The new attraction, "The Natural Bridge Mining Sluice" is now open! Come pan for gemstones and take home a pocketful of memories and a handful of treasure.



Dance Hall in Texas, unique dining and shopping.

New Braunfels will revive your senses and quench any visitor's interest. For more information, call 800-572-2626 or visit their Web site at www.nbcham.org.

Circle reader response #82.

An African Safari in Texas? Natural Bridge Wildlife Ranch offers your family a safari experience without traveling thousands of miles or leaving the comfort of your own vehicle. Texas' most visited safari park provides a home away from home for species from all over the world. Animals roam freely in a natural environment in the picturesque Texas Hill Country and are

Natural Bridge Wildlife Ranch



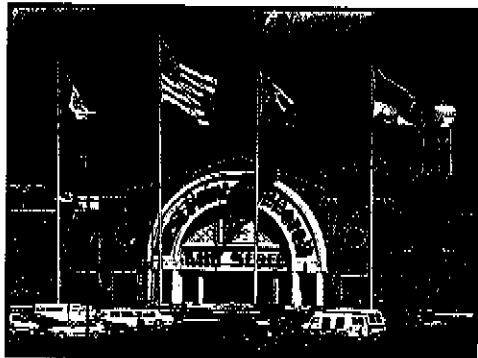
enticed up to the vehicle with the free food provided to each vehicle.

The Ranch is conveniently located between New Braunfels and San Antonio off of IH 35, Exit #175 (FM 3009). For more information, call 830-438-7400 or look them up on the Internet at www.nbwildliferanchtx.com.

New Braunfels Marketplace

Say "Hello, Good Buy!" at New Braunfels Marketplace. You'll find the latest fashions at great stores like Dress Barn, L'eggs Hanes Bali, Playtex, Rawlings Sporting Goods and West Point Pepperell at prices you won't believe! And, when you're ready for a change of pace, spice it up at Mamacita's Mexican Restaurant & Cantina, opening this spring, or enjoy the latest action-packed releases at Marketplace Cinema 12.

At New Braunfels Marketplace, you'll find something for everyone. New Braunfels Marketplace is conveniently located off Interstate Highway 35 at Exit 188 in New Braunfels. Call 888-SHOP-333 or visit our Web site at shopnewbraunfels.com for center hours and a complete store listing.

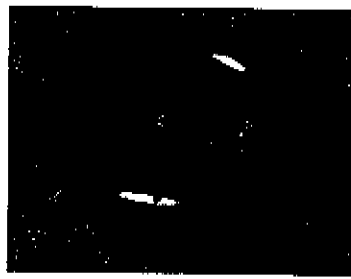


Schlitterbahn Waterpark

The "Bahn" Is Back April 24 - Better Than Ever Before!

Texas' favorite family waterpark celebrates 20 summers of memories this year! It's the only place you'll find a natural riverfront setting plus the hottest, coolest rides around — like the six-story Master Blaster® uphill water coaster and the world's first Tidal Wave River™.

And Schlitterbahn is the only place you'll find 65 acres of inner tube floats, water slides, pools, kiddie parks, shady picnic grounds and year-round resort rooms. Parking, tubes and body boards are free and you can even bring your own picnic. That makes Schlitterbahn one of the best family vacation values around!



Schlitterbahn® Waterpark is open on weekends beginning April 24 and daily beginning May 15. For more information, call 830-625-2351. Or visit the web site at www.schlitterbahn.com.

See Texas First!



March 6, 1999

Dear Travel Industry Partner,

On behalf of the Texas Travel Industry Association, I am pleased to invite you to participate in the **1999 See Texas First Fall Newspaper Insert**.

This four-color, self-enclosed insert will be distributed Sunday, September 5, 1999 in 17 major metropolitan newspapers and all AAA offices nationwide. The Spring Newspaper Insert has enjoyed tremendous success over the years. In 1998, TTIA introduced the Fall Newspaper Insert as a way to expand this one-of-a-kind marketing opportunity, and it was very well-received. We are looking forward to another successful season with the **1999 See Texas First Fall Newspaper Insert**.

Preprint Publishing Company has again been selected to produce this insert. A copy of the 1999 rate card is enclosed for your consideration. To reserve advertising space, or if you have any questions, please contact either Trish Eakin or Louis Haley at (800) 368-1185.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Serff". The signature is fluid and cursive, with a long horizontal stroke at the end.

Paul Serff
President & CEO
TTIA



FINAL PROOF!!!

Christine Gossett, V.P.
Denton Convention & Visitors Bureau
c/o Denton Convention & Visitors Bureau
414 Parkway
Denton, TX 76202
Quarter Page YB
PH: 940-382-7895 FX: 940-382-0040

ATTN: 1999 Texas Spring Newspaper Insert Advertiser
RE: Four-Color Proof

Enclosed is a proof of your ad in the 1999 Texas Spring Newspaper Insert. Please check your ad for color accuracy. Call Stacia George at 904-724-2500 if you have any questions. If you have received this proof in error or the person this proof was intended for is not available by the deadline below, please call this office immediately.

ALL APPROVALS MUST BE RECEIVED BY MAR. 1, 1:00 PM EST.

Any color changes made after this date may be subject to an additional production charge.

1) Sign here if color in ad is correct as shown and ad is approved.

2) Initial here if any color corrections are necessary.

3) Initial here to verify that images have not been reversed improperly.

The only thing I noticed is that the sky behind the airplane is a little dark. Can it be lighter?

FILL OUT AND FAX BACK THIS PAGE WITH COLOR CORRECTIONS BY MAR. 1, 1999, 1:00 PM EST (FAX TO 904-725-3683)

Important Note:

If not, okay. I don't want to lose the plane.

We will do our best to ensure that your proof includes all of the information you desire and is free of grammatical errors. Please understand that from time to time mistakes are made.

Take this time to proof your ad thoroughly, initial and fax back by the above date your approval that all information is correct as shown, or that changes need to be made.

THANK YOU!



IMPORTANT MESSAGE

Christine Gossett, V.P.
Denton Convention & Visitors Bureau
c/o Denton Convention & Visitors Bureau
414 Parkway
Denton, TX 76202
Quarter Page YB
PH: 940-382-7895 FX: 940-382-0040

ATTN: 1999 See Texas First Spring Newspaper Insert
RE: Black and White Proof

To follow is a proof of your ad in the 1999 See Texas First Spring Newspaper Insert. Please check your ad for accuracy. Call Stacia George at 904-724-2500 if you have any questions. Please FAX this page and include any necessary copy corrections to our Jacksonville office at 904-725-3683. If you have received this fax in error, or the person this fax was intended for is not available by the deadline below, please contact this office immediately.

ALL APPROVALS MUST BE RECEIVED BY FEBRUARY 11, 1 PM EST.

Any copy changes made after this date may be subject to an additional production charge.

- 1) Sign here if copy in ad is correct as shown. _____
- 2) Initial here to verify that your phone number and address in the ad are correct (if applicable). CG
- 3) Initial here if any changes or corrections are necessary. CG *Please see following 2 pages*

FILL OUT AND FAX THIS PAGE ALONG WITH ANY CHANGES OR APPROVALS BY FEB. 11, 1999, 1 PM EST TO 904-725-3683.

Important Note:

We will do our best to ensure that your proof includes all of the information you desire and is free of grammatical errors. Please understand that from time to time mistakes are made.

Take this time to proof your ad thoroughly, initial and fax back by the above date your approval that all information is correct as shown, or that changes need to be made.

THANK YOU!



42. DENTON - A historic downtown square. Unique shops, restaurants, galleries and museums. Cultural events. Lakeside recreation. See for yourself. Denton has it all! Call the Denton Convention and Visitor Bureau for a free brochure, toll-free 888-381-1818. Or visit our web site at www.denton-chamber.org.

EACH CLIENT IS ALLOWED 25 WORDS OR 11 LINES OF TEXT. PLEASE CUT AND RETURN. THANK YOU.

42. DENTON - A historic downtown square. Unique shops, restaurants, galleries and museums, culture Cultural events, and Lakeside recreation. See for yourself- Denton has it all! Call the Denton Convention and Visitor Bureau for a free brochure, toll-free 888-381-1818. Or visit our web site at www.denton-chamber.org.

Actual Size

if you need more room you can just print the website address instead of "Or visit"

2009

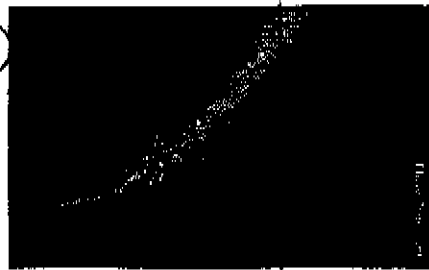
Only 30 minutes north of Dallas and Fort Worth, Denton is known for its beautiful downtown Courthouse Square, with its unique shops, antique stores, restaurants, galleries and museums. You'll also find diverse cultural, theatrical and musical events in this historical city. April 8-11: Texas Storytelling Festival. May 1: Cinco de Mayo. May 8: Denton Air Fair. June 18-19: Juneteenth. July 3-4: Fireworks and Fourth of July Jubilee. August 20-28: North Texas State Fair and Rodeo. September 11: County Seat Saturday. September 18: Outdoor Blues Concert.

Hotels, motels, bed & breakfasts... accommodations are plentiful here, with tremendous values. Historically, a great place to make a memory.

Circle reader response #42.

insert Arts & Jazz Festival info. - date (see original copy attached)

If you run out of space, ~~to~~ abbreviate North Texas to NT, but we need to get the Arts & Jazz listed.



Denton Air Fair.



County Seat Saturday on the Courthouse Square.



IMPORTANT MESSAGE!

Christine Gossett, V.P.
 Denton Convention & Visitors Bureau
 c/o Denton Convention & Visitors Bureau
 414 Parkway
 Denton, TX 76202
 Quarter Page YB
 PH: 940-382-7895 FX: 940-382-0040

ATTN:

1999 See Texas First Spring Vacation Guide Newspaper Insert Advertiser

The deadline for materials is January 15, 1999.

PLEASE SEND THE MATERIALS CHECKED BELOW TO OUR JACKSONVILLE OFFICE BY THE DEADLINE ABOVE. THIS WILL ENSURE YOU RECEIVE BOTH A BLACK AND WHITE AND FOUR-COLOR PROOF.

OUR NEW ADDRESS IS
 6900 SOUTHPOINT DRIVE NORTH, SUITE 300, JACKSONVILLE, FL 32216.

If this deadline is not met, a *Rush Charge* may be assessed and you may not have enough time to review your ad copy and layout. If you have any questions or problems meeting this deadline, please call Stacia George or Amy Stahl at 904-724-2500. If you have received this fax in error, or the person this fax was intended for is not available by the deadline above, please call this office immediately.

<u>Space</u>	<u>Materials Needed*</u>
<input type="checkbox"/> Full Page	No more than 450 words of copy and 5-6 color slides with photo captions
<input type="checkbox"/> 1/2 Page	No more than 225 words of copy and 3-4 color slides with photo captions
<input checked="" type="checkbox"/> 1/4 Page	No more than 110 words of copy and 1-2 color slides with photo captions
<input type="checkbox"/> 1/8 Page	No more than 45 words of copy and 1 color slide with photo caption
<input checked="" type="checkbox"/> Brochure Ad	No more than 25 words of copy and 2 copies of rack brochure

*Picture count is approximate. Advertisers may elect to have less copy and more or larger pictures. Please label FRONT of all slides.

ANY MATERIALS RECEIVED PRIOR TO THE DEADLINE
 WOULD BE GREATLY APPRECIATED!

Please list additional contact for questions or problems which may arise in your absence and return this form with your materials.

Name Sarah Drawle Telephone 940/382-7895

THANK YOU!

TTIA ad copy: 1/13/99

Only 30 minutes north of Dallas and Fort Worth, Denton is known for its beautiful downtown Courthouse Square, with its unique shops, antique stores, restaurants, galleries and museums. You'll also find diverse cultural, theatrical and musical events in this historical city. April 8-11: Texas Storytelling Festival ■ April 23-25: Denton Arts & Jazz Festival ■ May 1: Cinco de Mayo ■ May 8: Denton Air Fair ■ June 18-19: Juneteenth ■ July 3-4: Fireworks and Fourth of July Jubilee ■ August 20-28: North Texas State Fair and Rodco ■ September 11: County Seat Saturday ■ September 18: Outdoor Blues Concert. Hotels, motels, bed & breakfasts... accommodations are plentiful here, with tremendous values. Historically, a great place to make a memory!

Please insert this

Brochure ad copy:

A historic downtown square. Unique shops, restaurants, galleries and museums. Cultural events. Lakeside recreation. See for yourself – Denton has it all!

Call the Denton Convention and Visitor Bureau for a free brochure, toll free 888.381.1818. Or visit our web site at www.denton-chamber.org



**ANDERSON
HANSON**

Advertising, Marketing & Public Relations
5757 Alpha Rd. Ste. 521
Dallas, Texas 75240
(972) 991-8871 Fax:(972) 490-5194

FAX COVER PAGE

To: Christine Gossett

Pages: 2

From: Julia Murray

Subject: Denton CVB TTIA ad copy

Christine,

Following is the revised TTIA ad copy (placed on same pg w/previous copy so you can compare - I'll put on page by itself when edits are complete).

Was really tough to get all events listed w/their dates AND include the entire intro from the other ad copy you liked. I cut some of it, but the gist remains. Are we on the right track?

Call me to discuss and I'll revise immediately.

Thanks!

TTIA ad copy 1/12/99

A historic downtown square. Unique and fun galleries, museums, shops, and restaurants. Cultural events. Lakeside recreation. Denton has it all! In March, Denton celebrates "Redbud Days" here in the "Redbud Capital of Texas," and the NASCAR Race Series begins at the Texas Motor Speedway. The Texas Storytelling Festival and Denton Arts & Jazz Festival in April attract visitors from across the country. June brings the unique "Dog Days of Summer" - an annual event drawing canines and their owners for dog parades, look-alike contests and more. And our small-town Fourth of July celebration is anything *but* small, with two days of family events. Whatever your appetite for food or fun year 'round, Denton can whet it.

Revised:

Only 30 minutes north of Dallas and Fort Worth, Denton is known for its beautiful downtown Courthouse Square, with its unique shops, antique stores, restaurants, galleries and museums. You'll also find diverse cultural, theatrical and musical events in this historical city, ~~especially given the presence of Texas Woman's University and the University of North Texas.~~ April 8-11: Texas Storytelling Festival; April 23-25: Denton Arts & Jazz Festival; May 1: Cinco de Mayo and May ²: Denton Air Fair; June 18-~~20~~: Juneteenth; July 3-4: Fireworks and Fourth of July Jubilee; August 20-28: North Texas State Fair and Rodeo; September 11: County Seat Saturday and September 18: Blues Concert. ~~From~~ antiques to airplanes, music to museums, ~~Denton has something for everyone!~~

344-7576



ANDERSON
HANSON

Advertising, Marketing & Public Relations
5757 Alpha Rd. Ste. 521
Dallas, Texas 75240
(972) 991-8871 Fax:(972) 490-5194

FAX COVER PAGE

To: Christine Gossett

Pages: 2

From: Julia Murray

Subject: TTIA ad copy

Christine,

Please review the following and let me know what you think. Did you and Jody discuss photos yet? Are you handling that end, or do you need our input?

Also, do you have the brochure ad covered? I already sent you the 25-word copy, didn't I?

Julia

TIA ad copy 1/2/99

A historic downtown square. Unique and fun galleries, museums, shops, and restaurants. Cultural events. Lakeside recreation. Denton has it all! In March, Denton celebrates "Redbud Days" here in the "Redbud Capital of Texas," and the NASCAR Race Series begins at the Texas Motor Speedway. The Texas Storytelling Festival and Denton Arts & Jazz Festival in April attract visitors from across the country. June brings the unique "Dog Days of Summer" - an annual event drawing canines and their owners for dog parades, look-alike contests and more. And our small-town Fourth of July celebration is anything *but* small, with two days of family events. Whatever your appetite for food or fun year 'round, Denton can whet it.

972-490-5194
ATTN: JULIA

Longview is proud to be the hub of East Texas outdoor recreation and shopping; and is famous for its fabulous festivals, fine dining and historic downtown. First weekend each June, our downtown streets fill with people of all ages who come to experience AlleyFest - the best art, music, sports, food and KidsFest in Texas! In mid-July, motels and campgrounds fill up for the Great Texas Balloon Race. World-class pilots compete for \$80,000. September's Dalton Days brings the Wild West to East Texas. You can bike our pine-covered hills, water-ski our lakes, fish for that big catch, or shop for authentic antiques, arts, crafts and original pottery. Whatever your reason, we're sure you'll find Longview... worth a visit! **For more information, circle reader response #41 on the back page.**



Julia from Anderson Hansen called to say she didn't receive fax from you. She explained what she was looking for & I failed to attach along w/ the "Important Message" check in the front of your TWA file. -S

Potteries abound in this north-east Texas community and provide a unique shopping experience, plus the opportunity to watch master potters demonstrating an age-old craft. You can step back in time with a visit to the Historical Museum or the Starr Family Mansion, or enjoy the exhibits at the Michelson Museum of Art. You'll also want to see Caddo Lake featuring cypress trees and Spanish moss. While enjoying your accommodations in Marshall, treat yourself to a symphony performance or Broadway show at the Marshall Civic Center or an excursion to the nearby riverboat casinos in Louisiana. **For more information, circle reader response #40 on the back page.**



Pottery Capital of America

Get away and relax! Go fishing. Shopping. Tour a museum. Explore nature. Stay at a hotel or bed and breakfast and be pampered. Enjoy a celebration.

All are appealing and, like many towns in Texas, Athens can fill these needs with ease. But how many towns can say that they are home to a one-of-a-kind aquarium complex that features a 20+ lb. largemouth bass? How many have sunken treasure to explore in a scuba park with up to 28' of underwater visibility? Only one... Athens.

The next time you plan an escape, consider a town that offers the unique as well as the best. Athens, only 75 miles southeast of Dallas. Away



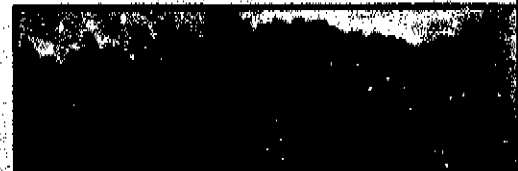
from it all is closer than you think! Call 888-294-AVIP for details. **For more information, circle reader response #43 on the back**

Palestine is said by some to be as gracious and beautiful as a Southern Belle. She displays her magnificence through numerous restored Victorian homes and yards filled with Magnolias and Dogwoods. Downtown buildings with architecture from the early 1800s filled with specialty shops, antique stores and unique merchandise found only here.

On the soft breezes that kiss the tall hear the whistle of a distant train often center know as the Texas State Railroad, which through the splendor of the countryside in time when the steam engine was the rule.

Palestine is the home to the world famous offering for 100 years, old world recipe cake. The best one has ever tasted.

If festivals are your forte, then check





Barnett Regency Tower
9550 Regency Square Blvd., Suite 900
Jacksonville, Florida 32225-8173
904-724-2500 • 904-724-5320 (FAX)

ADVERTISING CONTRACT

Advertiser identified below requesting advertising under this contract and Preprint Publishing Co., Inc. (the Publisher) upon acceptance hereby agree as follows:

Advertiser _____
Address _____
City/State/Zip _____

Attn: _____

Phone: _____

Insert Date April 11, 1999

Section: _____

Space: _____

Space Cost: _____

Special Instructions: _____

Materials Needed: _____

Materials Due Date: _____

PREPRINT PUBLISHING COMPANY, INC.
9550 REGENCY SQUARE BLVD., SUITE 900
JACKSONVILLE, FLORIDA 32225-8173
904-724-2500 • 904-724-5320 (FAX)

Note: All ads will be in editorial-style (advertorial) format. Any exception (i.e. display ad) requires written approval from Preprint Publishing Company, Inc. prior to materials deadline.

Send Reader Service inquiries to:

Name _____

Company _____

Address _____

City _____ State _____ Zip + 4 _____

Preprint Publishing Company, Inc.
9550 Regency Square Blvd., Suite 900
Jacksonville, Florida 32225-8173
904-724-2500 • 904-724-5320 (FAX)

The undersigned Advertiser verifies that the information above is correct and agrees to the terms and conditions of this contract, including those terms and conditions on the reverse side.

Advertiser _____

Accepted by Preprint Publishing Company, Inc.

By It's Authorized Representative:

Authorized Signature _____

Authorized Signature _____

Date _____

Date _____

Sign and return one copy to Preprint Publishing Company, Inc. at the above address.



Barnett Regency Tower
 9550 Regency Square Blvd., Suite 900
 Jacksonville, Florida 32225-8173
 904-724-2500 • 904-724-5320 (FAX)

ADVERTISING CONTRACT

Advertiser identified below requesting advertising under this contract and Preprint Publishing Co., Inc. (the Publisher) upon acceptance hereby agree as follows: **Contract # 4494**

Advertiser Denton Convention & Visitors Bureau Client: Denton Convention & Visitors Bureau
 Address 414 Parkway
 City/State/Zip Denton TX 76202

Attn: Christine Gossett, V.P.

Phone: 940-382-7895 Fax #: 940-382-0040

Insert Date: April 11, 1999

Section: 1999 TTIA See Texas First Spring Newspaper Insert

Space: Quarter Page and Brochure

Space Cost: \$7,358.75 Invoice Amount: \$5,682.25

Special Instructions: *** Multiple Publication Discount ***

Materials Needed: Quarter Page and Brochure No more than 110 words of copy and 2 color slides. Send 2 brochures and no more than 25 words of copy.

Materials Due Date: 1/15/99 Please provide these materials sooner if possible

SEND ALL MATERIALS TO:
 Preprint Publishing Company, Inc.
 8000 Southpoint Dr. N., Suite 300
 Jacksonville, FL 32216

Note: All ads will be in editorial-style (advertorial) format. Any exception (i.e. display ad) requires written approval from Preprint Publishing Company, Inc. prior to materials deadline.

Send Reader Service inquiries to:

Name Sarah Drawe
 Company Denton CVB
 Address P.O. Drawer P
 City Denton State TX Zip + 4 76202

Please initial the spaces below to indicate whether you would prefer to receive your Reader Response on LABELS or DISKS. LABELS are provided at NO EXTRA CHARGE, but there will be an additional charge of \$150.00 for DISKS which is non-refundable. After the insert date, DISKS will be \$250.00.

LABELS: DISKS:

The undersigned Advertiser verifies that the information above is correct and agrees to the terms and conditions of this contract, including those terms and conditions on the reverse side.

Advertiser Christine A. Gossett

Accepted by Preprint Publishing Company, Inc.

By It's Authorized Representative:

Authorized Signature Louis Pally

Authorized Signature

Date 12/10/98

Date 12/16/98

Sign and return one copy to Preprint Publishing Company, Inc. at the above address.



SPDV

FAX TRANSMISSION

Date: December 14, 1998
To: **Christine Gossett**
Denton CVB
From: **Louis Haley**
Preprint Publishing

Message:

Following is a copy of your contract for the '99 **Texas Spring Newspaper Insert**. Please review and ensure all is in order. A signed copy must be returned to us as soon as possible. You may fax the contract to 904-724-5320. Please be sure to include your Reader Response information. A hard copy will follow in the mail.

Please take note that Preprint Publishing has moved. Our new address is:

6900 Southpoint Dr. N., Suite 300
Jacksonville, FL 32216

Our phone number and fax number are the same as before.

We looking forward to working with you and please do not hesitate to call if you have any questions.

Thank You.

Total Pages: 2