

Eastern Shore magazine 2018

**To: All Area Business Owners and
Marketing Coordinators**
From: Casey Williams, President
RE: Eastern Shore Magazine

The Eastern Shore Chamber of Commerce is proud to announce that Alliance Publishing, LLC will once again be publishing our Eastern Shore Magazine which includes our Chamber Membership Directory for the Eastern Shore.

As always, we are excited about this year's magazine as we take every opportunity we can to highlight our Chamber members and showcase the amazing communities on the Eastern Shore. The publication will promote member businesses, feature our Chamber award winners, give valuable information about our area and so much more. This issue will also include captivating photography of the people, places and events that make this area so magical. The Eastern Shore Magazine will allow you the opportunity to market your business to a prime audience.

We will also be offering our advertising economic stimulus package—we will be placing the magazine online with click-throughs to our advertisers websites as well as having the membership list updated online throughout the year. This is along with our regular **10,000** magazine distribution.

This is the official marketing piece for the entire Eastern Shore. It will be distributed through the Chamber, to all our members and through real estate, medical, financial and advertisers offices. Our magazine is used for economic development and as a recruitment tool.

Keith Lott will be contacting you soon regarding advertising opportunities in the new magazine. Please allow Keith sufficient time to communicate how advertising in this publication will benefit your business and our community.

If you have any questions, please call
Denise Curtis at 251.928.6387
or Keith Lott with Alliance
Publishing, LLC at
251.458.3707.

RESERVE YOUR AD SPACE TODAY!

Eastern Shore magazine 2018

space reservation deadline is Dec. 8, 2017
art deadline is Dec. 15, 2017

For advertising rates, contact:
Keith Lott 251.458.3707
keithlott@bellsouth.net

alliance publishing group . com



Eastern Shore

magazine 2018

distribution

EPub Press

If you include your web address on your ad, anyone viewing the online version can access your website with a simple click.



relocation packages

included in newcomers welcome packages

area churches

included in new member's information kit

real estate companies

included in newcomer packets and prospective homebuyers used as a sales tool for individual agents

health care providers

available in reception areas used as a recruitment tool for physicians and hospitals

chamber members and advertisers

used as a key marketing tool throughout the year

hotels and motels

distributed to guests staying in area hotels and motels

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Alliance

publishing group

ad sizes and rates

| Size | Non-Bleed (inches, width x height) | Color Members/Non-Members | Black and White Members/Non-Members | Production Costs |
|----------------------------|---------------------------------------|------------------------------|----------------------------------------|------------------|
| 2-Page Spread | 15.5 x 10.125 live area* | \$3,050/\$3,525 | N/A | \$150 |
| Full Page | 7.375 x 10.125 live area** | \$2,300/\$2,650 | \$2,000/\$2,300 | \$125 |
| 2/3 Page | 4.625 x 10 | \$1,875/\$2,175 | \$1,675/\$1,950 | \$90 |
| 1/2 Page Horizontal | 7 x 4.875 | \$1,575/\$1,825 | \$1,250/\$1,450 | \$75 |
| 1/2 Page Vertical | 4.625 x 7.5 | \$1,575/\$1,825 | \$1,250/\$1,450 | \$75 |
| 1/3 Page Square | 4.625 x 4.875 | \$1,050/\$1,225 | \$775/\$900 | \$50 |
| 1/3 Page Vertical | 2.125 x 10 | \$1,050/\$1,225 | \$775/\$900 | \$50 |
| 1/6 Page Vertical | 2.125 x 4.875 | \$725/\$850 | \$450/\$525 | \$35 |
| 1/6 Page Horizontal | 4.625 x 2.25 | \$725/\$850 | \$450/\$525 | \$35 |
| Business Card | 3.25 x 1.75 | \$375/\$450 | \$275/\$325 | \$25 |

* \$50 fee for ad photography.
Fee does not include purchase of additional photos.

Full page trim size is 8.125 x 10.875"

* 2-Page Spread Bleed size is 16.5 x 11.125"

** Full Page Bleed size is 8.375 x 11.125"

premium positions

(full page 4-color,
Members/Non-Members)

| | |
|---------------------------|-----------------|
| Back Cover | \$2,950/\$3,400 |
| Inside Front Cover | \$2,850/\$3,300 |
| Page 1 | \$2,850/\$3,300 |
| Inside Back Cover | \$2,750/\$3,175 |

deadlines

| | |
|--------------------------|-------------------|
| Space Reservation | December 8, 2017 |
| Advertising Copy | December 15, 2017 |
| Publishing Date | March 2018 |

payment terms

All rates are net. Payment terms:
50% payment with contract required.
Remaining balance due upon publication**
All checks made payable to: Alliance Publishing, LLC

Most major credit cards accepted

**Payment for advertising shall be made within thirty (30) days of publication; otherwise Publication reserves the right to add a 5% charge for this payment. Advertiser is authorized to publish the entire contents and subject matter of the advertisements, and that publication by the Publisher will not violate the personal or proprietary rights of any third party of any law or regulation. Advertiser will indemnify and hold Publisher harmless from and against any loss, expense, or liability (including attorney's fees) resulting from claims or suits based on such advertising, without limitation.

Magazine trim size is 8.125" x 10.875"

Note: For full page bleed ads, printer does not guarantee copy that falls within .125" of the magazine trim size

ACCEPTABLE FORMATS AND MEDIA: High res (300 dpi) pdf, .tif, or .jpg | Web images not accepted | Convert all images to CMYK | Pantone and RGB colors will be converted | **Alliance Publishing is not responsible for colors that do not appear accurate if they are submitted in anything other than CMYK | CD: A proof of the ad must accompany the disk | Alliance Publishing is not responsible for errors on ads not accompanied by a proof | Magazine trim size = 5.375" x 8.375" | SEND AD PRODUCTION MATERIALS: Liz Young | lizyoung@alliancegrp.net | 205.566.0030**

keith lott • alliance publishing group, llc
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ad traffic
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ad production
teresa brooks
205.919.4389
brookscreative@mac.com

