



Saline County Chamber of Commerce

2018 Community Map

Dear Chamber Member,

The Saline County Chamber of Commerce has partnered with Town Square Publications to produce our 2018 Community Map. This publication will help you market your business directly to area business owners, neighborhood residents and visitors.

The **Community Map** is a remarkable advertising tool, highly visible and is a publication that businesses and residents keep on hand for easy reference.

In addition, the 2018 Community Map will be replicated online via the Chamber of Commerce's website and the National Community Network at Town Square Publications, further extending the exposure of your advertising message and increasing your search engine optimization.

***Don't miss the opportunity to promote your business
to residents, business owners and visitors!***

Our representative from Town Square Publications is Larry Henry. You may reach him by completing the information below and **faxing it to Town Square at (800) 621-0256, call Larry at (618) 201-4135 or email lhenry@tspubs.com to review the details. Or you can contact Kristen Shull at the Chamber at (618) 252-4192 or email Kristen at salinecountychamber@clearwave.com.**

Get your business noticed and keep it successful. Purchase your advertising space with the most effective publication in the Saline County community. Be sure customers know who you are and how to find you.

Bringing you tools for success,

Kristen Shull
Executive Director

**YES! I am interested in advertising in the Saline County Chamber of Commerce
2018 Community Map!**

Business Name

Address

City, State, Zip

Contact

Phone

Email

**For more information, please fax this sheet to Larry Henry at (800) 621-0256,
call Larry at (618) 201-4135 or email him at lhenry@tspubs.com**

Saline County Chamber of Commerce Map Advertising Rates

To Place An Ad

Contact:
Larry Henry
(618) 201-4135
lhenry@tspubs.com

Please Forward Ad Copy To:

Tiffany Salerno
tsalerno@tspubs.com
(847) 427-4667

Publication Date

Late May 2018

Ad Reservation Deadline

March 16, 2018

System Ready Ad Deadline

April 13, 2018

PREMIUM POSITIONS

Panel Ad	3.25" x 8.125"	\$2,095
Back Cover	3.25" x 8.125"	\$2,495
Dominant Panel	13.25" x 2.5"	\$1,495
Centerspread	7" x 8.125"	\$2,995

BASIC ADS

Cover Side	1.5" x 2"	\$375
Cover Side	3.25" x 2"	\$575
Map Side	2" x 2.5"	\$495
Map Side	3.5" x 3.5"	\$795
Map Side	4.25" x 2.5"	\$895
Cornerstone	4.25" x 5.25"	\$1,695

Advertising specifications



About us

Town Square Publications, a division of the Daily Herald Media Group, is a custom publishing group that specializes in developing partnerships by producing high-quality print and digitally integrated publications along with other added value programs dedicated to creating relevancy for local chambers of commerce and other membership focused organizations.

Town Square Publications
155 E. Algonquin Road
Arlington Heights, IL 60005
www.townsquarepublications.com

Camera ready ad specs

You may provide your ad on:

- A Mac formatted CD or DVD

• Web based at: <http://graphics.dailyherald.com>

Using one of the following software programs:

- Adobe Illustrator CS2
- Photoshop CS2

We can use the following software applications:

- Adobe Acrobat (8)* PDFs should be system ready
- Adobe InDesign (CS3)
- Adobe Photoshop (CS3)
- A printed sample copy must be included with the disk.

Fonts

Fonts must be included on the disk as:

- Postscript Level 1 or 2.
- Some programs allow fonts to be rendered as art or paths and should be done so if using true-type fonts.

Art & files

- Colors must be converted to CMYK.

- No rich black text.

- Rich black fills 100% black/40% cyan

- Any art used in the ad must be included on the disk as a TIFF or EPS file.

• PDF files (high resolution) can be submitted, but please keep in mind that we cannot change these files if needed.

• When generating PDFs, the Compression setting should have no boxes selected and in the Advanced section, select Distill with prologue.ps/epilogue.ps. Also select Device Independent (More Accurate) for Color Conversion.

• **Files must be submitted with a resolution of 300 dpi for color and grayscale images.**

• A resolution of 1200 dpi must be used for lineart images.

• **Art obtained from a website is usually 72 dpi and should not be submitted unless it is a least 300 dpi and of good quality.**

• **Taking a 2 x 2 inch image of 72 dpi and then increasing the image to 300 dpi is not acceptable.**

• Digital cameras usually offer low resolution files that appear grainy and should not be submitted.

• Art should be the size needed for the ad or larger. When small files are enlarged they degrade in quality and should not be submitted.

