

# DISCOVER LINCOLN PARK

## LINCOLN PARK CHAMBER OF COMMERCE 2020 DISCOVER LINCOLN PARK GUIDE

- **NEW CONVENIENT 5.5" x 8.5" SIZE FOR 2020!**
- Over 20,000 Copies Printed
- 10,000 Copies Delivered Door to Door to Lincoln Park Residents
- Additional 10,000 Copies Distributed Throughout the Year Through the Chamber
- 12 Month Shelf Life
- FREE Full Color Ad Design



YOUR GUIDE TO THE NEIGHBORHOOD 2020



[LINCOLNPARKCHAMBER.COM](http://LINCOLNPARKCHAMBER.COM)





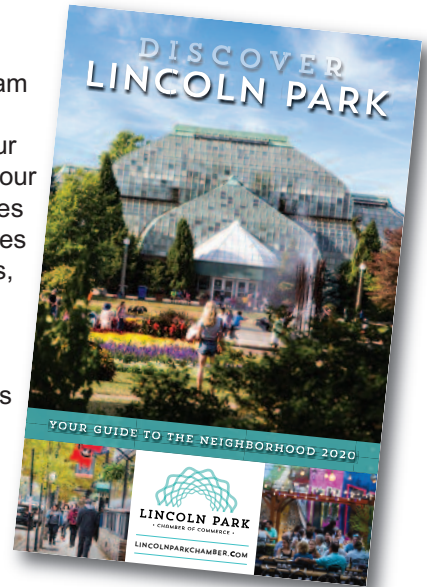
# 2020 DISCOVER LINCOLN PARK GUIDE

Dear LPCC Member:

The Lincoln Park Chamber of Commerce (LPCC) has again partnered with the team from Town Square Publications, a division of the Daily Herald Media Group, to produce an unparalleled marketing tool for the Lincoln Park neighborhood and your business. The **LPCC's 2020 Discover Lincoln Park guide** will help you market your business to local residents, business leaders and visitors to our area. 10,000 copies will be delivered door-to-door to Lincoln Park residents and 10,000 additional copies will be distributed through cultural institutions, realtors, apartment-finding agencies, Aldermanic offices, hotels and more to help you reach your target audience.

The LPCC's 2020 *Discover Lincoln Park* guide is a remarkable advertising tool, is highly-visible across Lincoln Park and beyond, and is a publication that businesses and residents keep on hand throughout the year as an easy reference on the Lincoln Park neighborhood.

In addition, the 2020 *Discover Lincoln Park* guide will be replicated online on our website as well as the Daily Herald's website to boost its value.



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

You may reach out to her by completing the information below and emailing it to [dnelson@tspubs.com](mailto:dnelson@tspubs.com). Debbie is also accessible by phone at (773) 418-0355 to review the advertising opportunities in this year's guide.

Considering purchasing advertising with a publication that reaches 20,000 potential customers. Talk about a great tool for your success!

Best,

Kim Schilf, IOM, ACE  
President & CEO

**YES! I am interested in advertising in the Lincoln Park Chamber of Commerce  
2020 Discover Lincoln Park Guide!**

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Business Name

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Contact

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Address

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Phone

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City, State, Zip

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Email

**Please email this sheet to Debbie at [dnelson@tspubs.com](mailto:dnelson@tspubs.com) or fax to (800) 621-0256  
For more information, call Debbie today at (773) 418-0355.**

[Lincoln Park Chamber of Commerce](#) | [2468 North Lincoln Ave.](#) | [Chicago, IL 60614](#) | [\(773\) 880-5200](#) | [info@lincolnparkchamber.com](mailto:info@lincolnparkchamber.com)



# LINCOLN PARK CHAMBER OF COMMERCE 2020 DISCOVER LINCOLN PARK GUIDE

## Publication Date

Mid April 2020

## Space Reservations

November 1 - January 31

## System Ready Ad Deadline

March 3, 2020

## To Place An Ad

Contact:

**Debbie Nelson**

**773-418-0355**

**dnelson@tspubs.com**



Your Custom Publishing Partner

A Daily Herald Media Group Company

EMPLOYEE-OWNED

## Advertising Rates

Full Page	\$2,495
Half Page	\$1,495
Banner	\$995
Quarter Page	\$995
Eighth Page	\$525

### **Premium positions**

Back Page	\$3,200
Inside Front	\$2,650
Inside Back	\$2,650
Center Spread	\$4,100
Page 3-5	\$2,600

*Pricing above is for Lincoln Park Chamber of Commerce members. Non-members add \$250.*



# Ad Specifications

## 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:

- Macintosh – QuarkXpress Version 7
- Adobe Illustrator ■ Adobe Photoshop
- Adobe InDesign ■ Adobe Acrobat

We DO NOT accept files done in:

- Pagemaker ■ Publisher ■ Powerpoint
- Microsoft Word ■ Microsoft Excel

- A printed sample copy must be included with the disk.

## Fonts

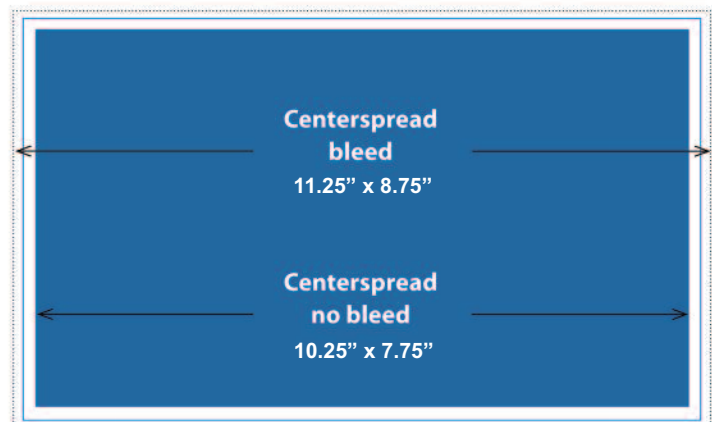
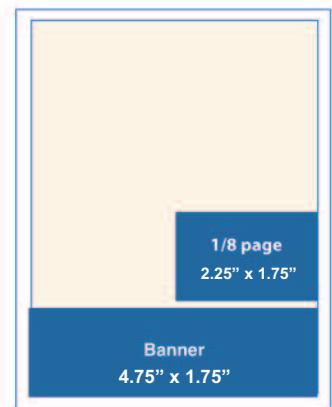
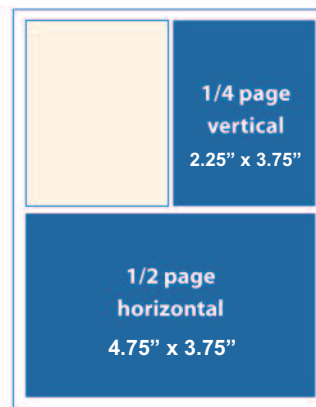
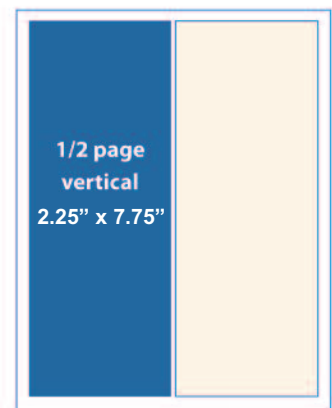
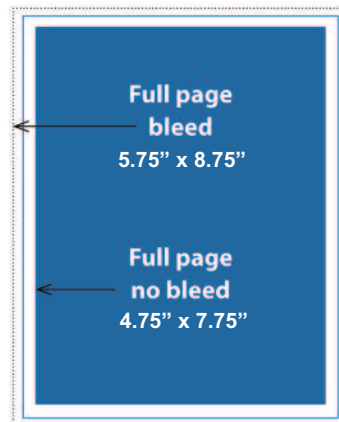
Fonts must be included on the disk as:

- 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.

## Advertising options



**FREE FULL COLOR AD DESIGN SERVICES AVAILABLE FROM TOWN SQUARE PUBLICATIONS**

