



2021 Business Directory & Community Guide

Advertising Opportunities

The Chamber’s **2021 Business Directory & Community Guide** will carry your advertising and community and business information to over 11,000 homes and businesses in this area.

This lively, full-color book is eagerly anticipated by residents, and will also be given to new residents looking for information about our community.

Contact us now...Make sure that your business is included so your potential customers can find you!

2021 Advertising Sizes & Rates

<u>Ad Size</u>	<u>Member</u>	<u>Non-Member</u>
Back Cover	\$1,830	<i>Limited to Members only</i>
Inside Front or Back Cover	\$1,650	\$2,035
Full Page	\$1,400	\$1,725
Partial Page Sizes <i>(horizontal or vertical layout)</i>		
One-Half Page	\$725	\$930
One-Quarter Page	\$415	\$515
One-Eighth Page	\$260	\$310
Directory Listing	Free	<i>Available with purchase of an ad</i>

Important Dates

Ad Space Reservations	due by March 12, 2021
Payment	due by March 12, 2021
Copy/Artwork	due by March 15, 2021
Anticipated Distribution	May 7, 2021

For ad sizes and technical specifications, please see the back of this Flyer

To reserve your ad or for more information, please contact...

Jennifer Lukezich, Executive Director

Byron Center Chamber of Commerce

PO Box 124 | 2496 84th St., SW Byron Center, MI 49315

Phone (616) 878-0108

info@byroncenterchamber.org

www.byroncenterchamber.org



2021 Business Directory & Community Guide

Ad Specifications

Back Cover Full Page with Bleeds

Inside Full Page or Inside Cover - Vertical

1/8 Page - Horizontal

1/4 Page - Vertical

1/8 Page - Vertical

1/4 Page - Horizontal

1/2 Page - Vertical

1/2 Page - Horizontal

Ad Dimensions

Ad Style	Inches	Picas
1/8 Page Horizontal	3.68" x 2.2"	22p x 12p6
1/8 Page Vertical	1.76" x 4.5"	10p7 x 26p11.74
1/4 Page Horizontal	7.5" x 2.2"	451.5 x 13p3.683
1/4 Page Vertical	3.7" x 4.4"	22p x 27p
1/2 Page Horizontal	7.5" x 4.4"	45p x 26p7.654
1/2 Page Vertical	3.7" x 9.25"	24p x 60p
Inside Full Page or Inside Back Cover	7.5" x 9.25"	45p1 x 55p7.87
Back Cover* Full Page or Inside Front Cover (with Bleeds)	8.5" x 11" plus bleeds	51p x 66pv plus bleeds

* Back cover must allow space for EDDM indicia - Consult the Chamber

Artwork Specifications

Acceptable formats: Only AI, EPS, or high-resolution PDF or JPG (300 d.p.i. or higher)

Not accepted: Word (.doc), Publisher (.pub) or any Microsoft formats.

Ads must be the exact size or with bleeds.

Contacts

To Reserve your ad space, or if you have questions:

Jennifer Lukezich, *Executive Director*

616.878.0108 or jennifer@byroncenterchamber.org

Send Payments to:

Byron Center Chamber of Commerce
 P.O. Box 124
 Byron Center, MI 49315

Send Ad/Artwork to: rebecca@matrixgr.com