

## RATE CARD

# 2018 Midway Chamber DIRECTORY



### Important Advertising Deadlines & Dates

**Ad Space Reservation:** February 2, 2018

**Ad Copy Submission Deadline:** February 16, 2018

**Distribution:** April 2018

**Circulation:** 20,000 (18,000 home delivered)

### Member Ad Rates

**Front/Back Covers** (includes 4-color printing)

Front Cover Ad Strip AND Back Cover \$3000

Back Cover Only \$2525

### Inside Front/Back Covers

(listed rates include 4-color printing)

Full Page \$2325

1/2 Page \$1455

1/4 Page \$910

1/8 Page (business card size) \$570

### Inside Pages

	4-Color	Black&White
Full Page	\$1725	\$1325
1/2 Page	\$1300	\$995
1/4 Page	\$850	\$650
1/8 Page (business card size)	\$500	\$375
1/16 Page	\$275	\$200

### Additional Category Listings In Business Directory

\$50

### Print Mechanicals

Book Final Trim Size 8¼" wide x 10¾" deep

### Ad Sizes (WIDTH X HEIGHT)

Full Page 7" wide x 10" deep

1/2 Page Vertical 3¾" wide x 10" deep

1/2 Page Horizontal 7" wide x 4½" deep

1/4 Page 3¾" wide x 4½" deep

1/8 Page 3¾" wide x 2½" deep

1/16 Page 1¾" wide x 2½" deep

### 4-Color Printing

4-color printing is now available for ALL ads for an additional fee. **NOTE: All listed cover and inside cover rates include 4-color printing.**

### Camera Ready Ad Specifications

- Acrobat PDF Files are Preferred: Save at high (press) resolution
- If Providing Photoshop, TIFF, or JPEG Files: set your resolution at "high" – no less than 300 dpi

### Non-Member Ad Rates

	4-Color	Black&White
Full Page	\$2050	\$1650
1/2 Page	\$1555	\$1250
1/4 Page	\$1015	\$815
1/8 Page (business card size)	\$595	\$470
1/16 Page	\$350	\$275

For advertising information, contact:

**Denis Woulfe • denis@deruyternelson.com • (651) 917-4183**