

RATE CARD

2017 Midway Chamber DIRECTORY

Important Advertising Deadlines & Dates

Ad Space Reservation: February 10, 2016

Distribution: April 2017

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

Member Ad Rates

Front/Back Covers (includes 4-color printing)

Front Cover Ad Strip <u>AND</u> Back Cover	\$3000
Back Cover Only	\$2525

Inside Front/Back Covers

(listed rates include 4-color printing)

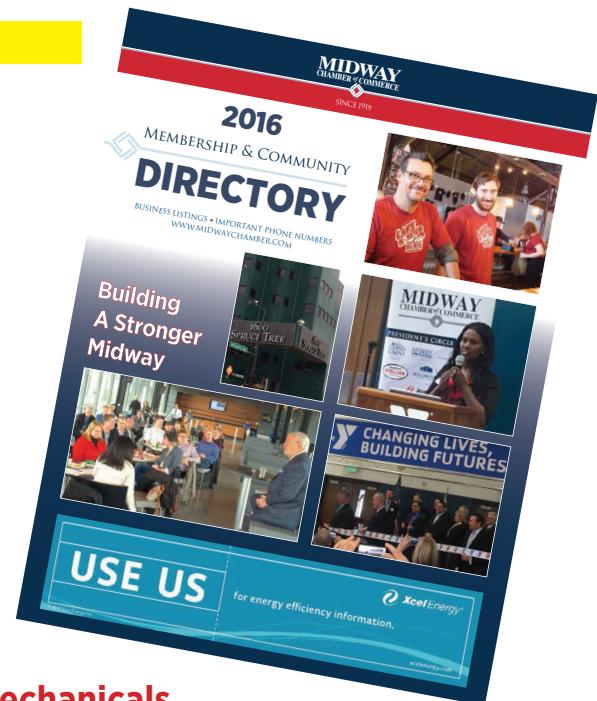
Full Page	\$2325
1/2 Page	\$1455
1/4 Page	\$910
1/8 Page (business card size)	\$570

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 8 $\frac{1}{4}$ " wide x 10 $\frac{3}{4}$ " deep

Ad Sizes (WIDTH X HEIGHT)

Full Page	7" wide x 10" deep
1/2 Page Vertical	3 $\frac{3}{8}$ " wide x 10" deep
1/2 Page Horizontal	7" wide x 4 $\frac{5}{8}$ " deep
1/4 Page	3 $\frac{3}{8}$ " wide x 4 $\frac{5}{8}$ " deep
1/8 Page	3 $\frac{3}{8}$ " wide x 2 $\frac{1}{8}$ " deep
1/16 Page	1 $\frac{5}{8}$ " wide x 2 $\frac{1}{8}$ " deep

4-Color Printing

NEW! 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:

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