

# SILVERDALE AND BREMERTON CHAMBERS DESTINATION GUIDE

ADVERTISING OPPORTUNITIES



*in partnership with*



# Greetings

## SILVERDALE AND BREMERTON CHAMBERS MEMBERS

We are pleased to announce our new partnership with Lunar Cow Publishing, a firm specializing in destination marketing for the Silverdale and Bremerton Chambers Destination Guide. We are excited about the opportunities this new publication will offer you.

The Silverdale and Bremerton Chambers Destination Guide is our premier promotional piece. The guide is the first resource that visitors will use when looking for attractions and planning trips to Silverdale and Bremerton.

Participation in the Destination Guide has great advantages. 2,500 printed copies of this publication will be distributed in the best locations to help drive traffic to our advertisers, and our digital GoGuide® will allow you to reach thousands more. Your advertisement in the digital GoGuide® will be linked to your website, giving readers one-click access to your business.

Please find the advertisement rates included, which detail your options for participation. If you have any questions or wish to participate as an advertiser in the Silverdale and Bremerton Chambers Destination Guide, please contact Lunar Cow Publishing's advertising sales, at 800.594.9620 (ext. 1) to learn more about how you can take advantage of this great opportunity to promote your business. We are very excited about our new publication and look forward to your participation.

Sincerely,  
**David Emmons**  
**President**  
**Silverdale and Bremerton Chambers**



## SILVERDALE AND BREMERTON CHAMBERS DESTINATION GUIDE

### DON'T HAVE AD ART CREATED ALREADY?

No problem! Lunar Cow will create the ad **FREE OF CHARGE**

### PUBLISH

2,500 COPIES OF THE DESTINATION GUIDE ARE DISTRIBUTED IN THE BEST LOCATIONS TO REACH NEW CUSTOMERS

### SUPPORT

QUESTIONS?  
Contact Advertising Sales at:  
800.594.9620 Ext. 1

### EMAIL MATERIALS, ARTWORK AND SIGNED AD AGREEMENT TO:

**adsales@lunarcow.com**

Published by



800.594.9620 ext. 1  
adsales@lunarcow.com  
lunarcow.com

## iMap DETAILS

Advertisers who purchase half-page or full-page ads in our printed publication will receive FREE ad placement on our iMap as well. Our interactive, mobile, digital map is customized to highlight the region while providing specific features that are of interest to our visitors.

## FEATURES

Itinerary builder with planning features and sample itineraries

- Full Analytics Package
- Trip Planner
- Points Of Interest Pop-ups
- Social Media
- Directions

## BENEFITS

Visitors use the iMap to find lodging and dining options, shopping areas, and recommendations for various activities to enhance their visit to our area. Thousands of people searching for information online could potentially access your business from the advertisement that you receive for FREE with your half-page or full-page participation in our printed publication.

- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours.
- A complete analytics reporting package is available through Google so that you can track the visitors clicking through your website.

## DISTRIBUTION

- Placed on our website, where it is in prime position to get in front of the thousands of visitors coming to the region each year!



# FREE

Banner ad with purchase of a full-page printed ad.  
600 pixels x 80 pixels

# FREE

Logo ad with purchase of a half-page printed ad.  
64 pixels x 64 pixels

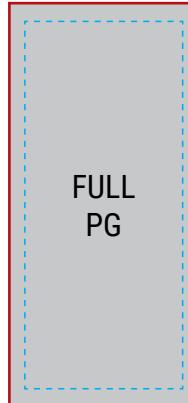


The iMap pictured is for example purposes only and does not reflect the actual location or advertisers in your region.

# AD SPEC SHEET



FULL PAGE	WIDTH	HEIGHT
Ad Size	4.25"	9.25"
Live Area/Text Safe Zone	3.5"	8.5"



ADDITIONAL SIZES	WIDTH	HEIGHT
1/2 Page	3.5"	4.125"
1/4 Page	3.5"	2"



## TEMPLATE AD

Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT sent within 45 days.

Our template ad includes your name, address, phone and website address.

**SEE AD TERMS ON AD RATE PAGE**

2-page spread specs are available upon request.

— **LIVE AREA/TEXT SAFE ZONE** (Your text must live within a 0.375" margin from each edge of the ad to avoid getting trimmed off)

— **AD SIZE** (This is the full size of the ad. The page's bleed is included in this dimension.)

## DISK-READY ART & MECHANICAL REQUIREMENTS

- Macintosh format preferred
- Press Ready PDF files preferred, with all type converted to outlines with artwork embedded. PDF files must be high resolution (300 dpi), CMYK and built to the exact ad dimensions (no crop marks, info slugs or other extraneous non-ad material)
- Bleed available only on full-page ads
- On full-page ads, all type and other live matter, graphics, content, etc. not intended to bleed must be held within live area. Allow 0.25" trim on all bleed edges
- Additional acceptable formats include:
- InDesign with EPS/TIFF support files
- High resolution (300 dpi) Illustrator and Photoshop files
- No nested files, such as separations placed in Illustrator
- No spot colors, all colors must be CMYK
- File names **MUST** contain advertiser name or abbreviation
- Please use proper three-letter extension on all file names
- Microsoft Publisher or Word files are **NOT** accepted for professional print
- **DO NOT** provide images pulled from client's websites, Google images, etc.

## AD AGREEMENT & ART SUBMISSIONS

EMAIL AD MATERIALS TO:

**adsales@lunarcow.com**

## DON'T HAVE AD ART CREATED ALREADY?

No problem! Lunar Cow will create the ad  
**FREE OF CHARGE**

## TERMS & CONDITIONS

This insertion order represents confirmation of the agreement between agency/advertiser and Silverdale and Bremerton Chambers. Payment is due upon receipt of invoice. **ADS NOT PAID IN FULL WILL NOT BE INCLUDED IN THE PUBLICATION. ONLY PREMIUM AD POSITIONS ARE GUARANTEED.**

**Due to print and publication deadlines, please be advised that all sales are final and no refunds will be issued. Further, due to publication and distribution of print materials containing information as to all Advertisers, no Advertiser may withdraw from participation. Advertiser agrees to participate for the duration of the publication without exception.**

Lunar Cow Publishing and Silverdale and Bremerton Chambers reserve the right to refuse advertisements on the basis of content or quality of production, and assume no liability for statements or claims made in advertising copy. Lunar Cow Publishing and Silverdale and Bremerton Chambers also reserve the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

**Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT sent within 45 days. Our template ad includes your name, address, phone and website address and is not revisable, except for errors.**

# AD RATES



Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 State: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Website: \_\_\_\_\_

## AD RATES

### PREMIUM PAGES

<input type="checkbox"/> 2-Page Spread	<input type="checkbox"/> \$1,750
<input type="checkbox"/> Back Cover	<input type="checkbox"/> \$1,500
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> \$1,500
<input type="checkbox"/> Inside Facing Front (Page 3)	<input type="checkbox"/> \$1,500
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> \$1,500
<input type="checkbox"/> Inside Facing Back	<input type="checkbox"/> \$1,500

### INSIDE PAGES

<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1,000
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$750
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> \$500

**ONLY PREMIUM AD POSITIONS ARE GUARANTEED.**

## FILL OUT & RETURN TO:

Lunar Cow Publishing  
 344 W. Turkeyfoot Lake Rd., Suite B  
 Akron, OH 44319

Email to:  
**adsales@lunarcow.com**

## SEND PAYMENT & MAKE CHECKS PAYABLE TO:

Silverdale and Bremerton Chambers  
 PO Box 1218  
 Silverdale, WA 98383

Additional Instructions: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Sales Rep: \_\_\_\_\_

**IMPORTANT: Signed ad agreement and all art materials MUST BE returned to [adsales@lunarcow.com](mailto:adsales@lunarcow.com)**

**FREE\* Ad Design** when providing your required content:  
 Photo(s), Logo, Text and Contact information

**Submit my own completed ad**  
*Built to Lunar Cow Publishing's specifications\*\**

**\*UP TO 3 REVISIONS ALLOWED FOR FREE AD DESIGNS.  
 FURTHER REVISIONS WILL INCUR A FEE OF \$125.**

**\*\*IF YOUR SUBMITTED AD IS NOT BUILT TO THE CORRECT  
 SPECS, THE AD IS REJECTED AND SUBMISSION OF A NEW  
 AD AT THE CORRECT SPECS IS REQUIRED.**

**LUNAR COW RESERVES THE RIGHT TO CREATE A  
 TEMPLATE AD FOR YOU AFTER 45 DAYS. NO REVISIONS  
 ALLOWED, EXCEPT FOR ERRORS.**

## PAYMENT TYPE

CHECK

CREDIT CARD (complete fields below)

Mastercard  Visa  Discover  AMEX

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing Phone: \_\_\_\_\_

## COST

Base Ad Rate + \$ \_\_\_\_\_

Fees (if applicable) + \$ \_\_\_\_\_

Total Due = \$ \_\_\_\_\_