



**POLISH AMERICAN
CHAMBER OF COMMERCE**
2025-26 BUSINESS DIRECTORY & RESOURCE GUIDE

- Over 5000 Copies Printed
- Distributed by the Chamber
- 12 Month Shelf Life
- FREE Full Color Ad Design
- Supports Polish American Chamber of Commerce
- Optional Link to Your Website



**BUSINESS DIRECTORY
& RESOURCE GUIDE
2023 - 2024**



POLISH AMERICAN CHAMBER OF COMMERCE
2025-26 BUSINESS DIRECTORY & RESOURCE GUIDE

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The 2025-26 PACC Business Directory

March 13, 2025

Dear Members and Business leaders,

The Polish American Chamber of Commerce (PACC) is pleased to announce that Kurt Kuras and the Town Square Publishing/Daily Herald Media Group will produce our New Business Directory publication. Our guide is a remarkable advertising tool, which is highly visible and distributed throughout the year by the PACC. Over 5,000 copies will be distributed throughout the year by the Chamber.

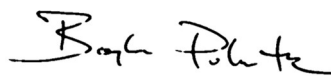
Our publication will also be on-line on our website in the form of an Electronic Magazine and advertisers will have an option to incorporate Interactive links to their own websites.

As the main publication of the PACC, we take great pride in our New Business Directory. This publication is supported solely by advertising and is a special opportunity that comes every two years. The publication is also a shared revenue in conjunction with the PACC. Don't miss the opportunity to promote your business for the next two years.

Our representative from the Daily Herald/Town Square is Kurt Kuras and he will be contacting you with the information over the next few weeks. Kurt can be reached at (708) 790-4449 or e-mail him at kkuras@dailyherald.com

Thank you again for your ongoing support. Your involvement, financial commitment and enthusiasm with the PACC is appreciated.

Sincerely,



Executive Director

Yes! I am interested in advertising in the 2025-26 PACC Business Directory.

Company

Contact Name

Phone

Address

Please FAX this sheet to Kurt Kuras at the Daily Herald: 1-800-621-0256
Or e-mail Kurt at kkuras@dailyherald.com Cell 708-790-4449

POLISH AMERICAN CHAMBER OF COMMERCE 2025-26 BUSINESS DIRECTORY & RESOURCE GUIDE

Publication Date

August 2025

To Reserve Your Space

Contact:

Kurt Kuras

(708) 790-4449

kkuras@dailyherald.com



Your Custom Publishing Partner
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ADVERTISING RATES

Full Page	\$1,445
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Half Page Horizontal	\$875
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Half Page Vertical	\$875
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Quarter Page Horizontal	\$495
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Quarter Page Vertical	\$495
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Eighth Page	\$375
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PREMIUM POSITIONS

Back Page	\$2,195
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Inside Front Cover	\$1,795
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Inside Back Cover	\$1,750
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Center Spread	\$2,595
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Ad Pages 3-5	\$1,595
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Non-Member Pricing Add 20% to Above Rates



ADVERTISING SPECIFICATIONS

Camera Ready Ad Specs

Using one of the following software programs:

- Adobe Illustrator CS • Photoshop CS

We can use the following software applications:

- Adobe Acrobat * PDFs should be system ready
- Adobe InDesign CS • Adobe Illustrator CS
- Adobe Photoshop CS

Fonts

Fonts must be:

- 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 Dimensions

