

**TO RESERVE YOUR AD SPACE BY DEC. 1**  
COMPLETE, SIGN, and RETURN to the CHAMBER OFFICE

Member is responsible to ensure that ***all ads are contracted, received, and paid for*** prior to December 10, 2018 or the ad will NOT be included in 2019 Membership Guide and payment will be forfeited.

Organization Name: _____				
<b>Enhanced Membership Prepaid Credit (Check Level) Apply Credit to Reduce Cost of Any Size Ad:</b>				
<input type="checkbox"/> Platinum \$1100 <input type="checkbox"/> Gold \$800 <input type="checkbox"/> Silver \$350 <input type="checkbox"/> Bronze \$325           N/A to Business Circle Level Members				
Primary Contact Person & Title: _____				
Work Phone: _____		Fax: _____		
Email ( <i>REQUIRED</i> ): _____		Cell Phone: _____		
Street Address: _____		City: _____	State: _____ Zip: _____	
Marketing Contact: (IF NOT PRIMARY CONTACT) _____		Phone: _____	Email: _____	
<b>Directory Ad Selection—Check Ad Size</b>				
<input type="checkbox"/>	Full Page, Outside Back Cover	\$3200	<input type="checkbox"/> Half Page, Horizontal, black & white	\$750
<input type="checkbox"/>	Full Page, Inside Front Cover	\$2500	<input type="checkbox"/> 1/3 Page, Horizontal, color	\$350
<input type="checkbox"/>	Full Page, Inside Back Cover	\$2000	<input type="checkbox"/> 1/3 Page, Horizontal, black & white	\$325
<input type="checkbox"/>	Full Page, Interior	\$1100	<input type="checkbox"/> 1/4 Page, Horizontal, color	\$250
<input type="checkbox"/>	Half Page, Horizontal, color	\$800	<input type="checkbox"/> 1/4 Page, Horizontal, black & white	\$200
<input type="checkbox"/>	Spot Color - Business Category	\$50	Final Cost: _____	
<input type="checkbox"/>	Ad appears in Your Business Category	\$50	Less Applicable Enhanced Level Credit (DEDUCT AMOUNT OF ENHANCED MEMBER LEVEL CREDIT)	
<input type="checkbox"/> Use Previous Ad Art <input type="checkbox"/> Will send New Art		<b>TOTAL ANNUAL INVESTMENT</b>		
		<input type="checkbox"/> Credit Card Info Below <input type="checkbox"/> Request Invoice <input type="checkbox"/> Pay by Check		
Credit Card #: _____		Security Code _____ (back of card):		
Card Billing Address & ZIP: _____		Expiration Date ____/____/____		
<b>My Signature Below Authorizes Payment and Using My Company's Ad in the 2019 Houston NW Chamber Membership Guide</b>				
_____ Authorized Signature		_____ Printed Name		_____ Date



## 2019 MEMBERSHIP GUIDE AD SPECIFICATIONS

The Membership Guide is considered the CHAMBER'S BUSINESS CARD. 2,000 print copies & 3700+ digital copies will be distributed this year.

DELIVER ALL ADS BY EMAIL to [HannahB@HoustonNWChamber.org](mailto:HannahB@HoustonNWChamber.org).

All order forms are due to the Chamber no later than December 1, 2018.

All finalized ads & payments are due to the Chamber no later than December 10, 2018.

No exceptions. Cancellations and refunds per cancellation policy paragraph below.

### Ad Sizes

Width is listed first. The Chamber does not have staff to create or edit ads.

ALL ADS MUST BE SUBMITTED 'CAMERA READY'.

Full Page (Bleed). ....	5 5/8" x 8 5/8"	1/3 Page Horizontal .....	5 1/2" x 2 9/16"
Full Page (no bleed).....	5 1/2" x 8 1/2"	1/4 Page Horizontal .....	5 1/2" x 2 3/32"
Half Page Horizontal .....	5 1/2" x 4 7/8"		

### Electronic Ad Files

**Adobe InDesign, Photoshop or Illustrator** files must be submitted electronically. For maximum quality, advertisers must furnish a high resolution electronic file. Publisher files submitted in JPG or PDF format may result in less than acceptable results (blurred or distorted).

**PDF or JPG**—High resolution, commercial print quality files are acceptable. The advertiser is responsible for ensuring that all ads include both screen and printer fonts, linked graphic files and a proofing mechanism (if possible). **The Chamber will not be responsible for the appearance of ads where files and/or fonts are not properly linked.** Advertisers must provide materials that fit the required sizes listed above.

**Alterations** are charged at \$70 per hour dependent upon staff availability. Minimum one hour charge will be imposed and billed to the advertiser in addition to any advertising rate for any ad changes required for ads not meeting specifications. **The Chamber is not responsible for creating ads. Ask your Chamber staff for graphic designer recommendations if you require assistance in preparing ads.**

### Cancellations

Advertisers may cancel free of charge up to midnight on the 3rd day after Ad Order Agreement Date (December 1, 2018) on the Ad Order Form. After that date, a Cancellation Credit less fifty percent (50%) of the ad rate will be applied to your Chamber account up to December 10, 2018. All ad cancellation requests must be submitted in writing and received by **December 10, 2018.**