

ELKHORN™

Area Chamber of Commerce
& Tourism Center, Inc.



2017 Guide

- ▶ Convenient 5 ½ x 8 ½ inch size, popular with readers
- ▶ 23,600 copies distributed:
 - ▶ 8,600 direct mailed to Elkhorn residents and businesses
 - ▶ 15,000 Guides for distribution
 - ▶ Group welcome bags and visitors requests
 - ▶ Tourism Centers throughout the State of Wisconsin
 - ▶ Walworth County Fair
 - ▶ Visitor Destination, Businesses & Members

The Guide is a way to:

- ▶ Introduce potential residents, businesses and tourists to the area
- ▶ Serve as a hometown reference guide for residents and visitors
- ▶ Showcase our active community, it's businesses and events

Now published by Nei-Turner Media Group, the guide will reflect the high quality image of the Elkhorn area, with 52 pages and a fold-out map of Elkhorn and Lauderdale Lakes in the center spread.

2017 RATE INFORMATION

All Ads are Full Color

Please indicate your preferred ad size and orientation

	Ad Sizes	Member Price	Non-Member Price
<input type="checkbox"/> Outside Back Cover	5.75 x 8.75 with bleed	\$1,199	\$1,379
<input type="checkbox"/> Inside Front or Inside Back Cover	5.75 x 8.75 with bleed	\$1,118	\$1,279
<input type="checkbox"/> Full Page	5.75 x 8.75 with bleed	\$944	\$1,084
<input type="checkbox"/> 1/2 Page (Vertical)	2.375 x 8	\$674	\$774
<input type="checkbox"/> 1/2 Page (Horizontal)	5 x 3.875	\$674	\$774
<input type="checkbox"/> 1/4 Page	2.375 x 3.875	\$449	\$514
<input type="checkbox"/> 1/8 Page	2.375 x 1.75	\$299	\$344

Rates are net, non-commissionable.

Online Digital Publication at ElkhornChamber.com & VisitElkhorn.com

Distribution Target Date: April 28, 2017

Advertising Deadline: March 17, 2017

Billing May 2017

ADVERTISER INFORMATION:

Business Name: _____

Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

PLEASE RESERVE A SPACE FOR ME IN THE GUIDE!

___ Please contact me to design a new ad

___ I will supply an ad (per design guidelines).

___ Repeat previous year's ad

Signature _____

Date _____

CONTACT: Cindy Smith

203 E. Walworth St., P.O. Box 41, Elkhorn, WI 53121

CELL PHONE: 262-215-2997

E-MAIL: sales@visitelkhorn.com

Elkhorn Area Chamber of Commerce & Tourism Center

203 E. Walworth St., Elkhorn, WI 53121

262-723-5788 • www.elkhornchamber.com

NEI-TURNER MEDIA GROUP

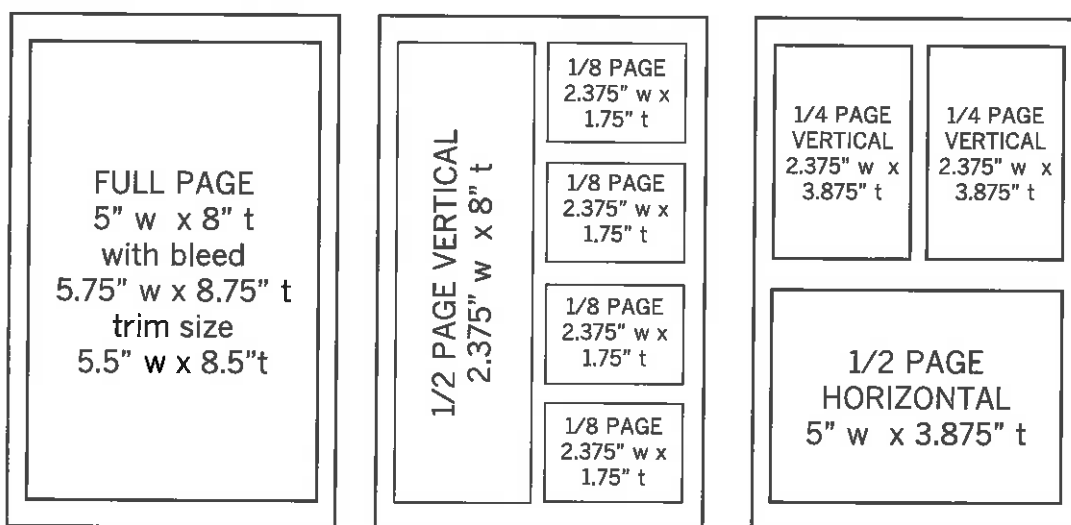
400 Broad St., Unit D, Lake Geneva, WI 53147
262.729.4471 phone • 262.729.4476 fax • ads@ntmediagroup.com

Working with

ELKHORN™
Area Chamber of Commerce
& Tourism Center, Inc.

203 E. Walworth St., Elkhorn, WI 53121
The Uncle Hunk Junk Building
262.723.5788 • 888.215.0157 • 262.723.5784 fax
www.elkhornchamber.com

AD DIMENSIONS



2017 PRODUCTION/DESIGN GUIDELINES, MECHANICAL REQUIREMENTS & RATES

Please carefully review the media requirements below as they are critical to the quality of your ad. If ad is being supplied it is the advertiser's responsibility to prepare ad materials to the specified requirements by deadline.

ELECTRONIC ADS

ADVERTISERS ARE ENCOURAGED TO SUBMIT PRESS QUALITY PDFS CREATED IN **CMYK** AND CONTAINING HIGH RESOLUTION (**300 DPI**) IMAGES. ADS CONTAINING SPOT COLORS OR RGB IMAGES WILL NOT BE ACCEPTED. ALL FONTS MUST BE EMBEDDED. IF YOUR AD DOES NOT MEET OUR SPECIFICATIONS, YOU WILL BE ASKED TO CORRECT AND RESUBMIT, OR OUR DESIGN DEPARTMENT CAN RECREATE YOUR AD FOR YOU AT \$75 PER HOUR.

ACCEPTED MEDIA

CD • DVD • E-MAIL (sales@visitelkhorn.com)

PHOTOGRAPHY

RESOLUTION MUST BE AT LEAST **300 DPI** AND **CMYK (NO RGB/SPOT COLORS)**. SAVE ALL IMAGES EMBEDDED AS EPS OR TIFF. IMAGES DOWNLOADED FROM THE INTERNET ARE NOT ACCEPTABLE. SCANS ARE ACCEPTABLE AT A HIGH RESOLUTION AND COLOR SCANS MAY BE ALSO PROVIDED BY US FOR AN ADDITIONAL CHARGE.

LOGOS

SUBMIT ORIGINAL LOGO IN DIGITAL FORMAT OR AD SLICKS TO BE SCANNED. ANYTHING SUBMITTED AT A LESSER QUALITY WILL NEED TO BE RE-CREATED; BUSINESS CARDS ARE NOT ACCEPTABLE. RESOLUTION MUST BE 300 DPI+ AND CMYK (NO RGB/PANTONE). ALL FONTS MUST BE OUTLINED.

ADVERTISING AGREEMENT This contract is for ad placement in the 2017 edition of the *Elkhorn Area Chamber Guide*. **PAYMENT TERMS** The Advertiser is responsible for payment of the published ad rate within 30 days of publication. A service charge of 1.5% per month is charged on all balances not paid within 30 days of invoice. **COPY ACCEPTANCE** Nei-Turner Media Group, Inc. reserves the right to alter or reject any ad copy, which is not in keeping with publication standards. Advertisers and/or their agencies assume complete liability for all content of advertisements printed, and also assume responsibility for any/all claims therefrom made against Nei-Turner Media Group, and agree to hold Nei-Turner Media Group harmless.