



## 2022 RATE INFORMATION

All Ads are Full Color

	Member Price	Non-Member Price
Full Page with bleed	\$975	\$1,116
1/2 Page (Vertical)	\$695	\$797
1/2 Page (Horizontal)	\$695	\$797
1/4 Page	\$465	\$530
1/8 Page	\$310	\$360
Outside Back Cover	\$1,234	\$1,420
Inside Front or Inside Back Cover	\$1,150	\$1,318

Rates are net, non-commissionable.

Online Digital Publication at [ElkhornChamber.com](http://ElkhornChamber.com) & [VisitElkhorn.com](http://VisitElkhorn.com)

Distribution Target Date: May 2022  
Advertising Deadline: March 25, 2022  
Billing July 2022

## 24,000 Copies Distributed:

- ▶ 9,000 direct mailed to Elkhorn residents and businesses
- ▶ 15,000 Distributed:
  - Group welcome bags and visitor requests
  - Tourism Centers throughout the State of Wisconsin
  - Walworth County Fair
  - Visitor Destinations, 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, its businesses and events

This popular guide will be direct mailed to the entire Elkhorn zip code. It will reflect the high quality image of the Elkhorn area. This publication is produced by Nei-Turner Media Group and the Elkhorn Area Chamber of Commerce & Tourism Center.



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## ADVERTISER INFORMATION:

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## 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 \_\_\_\_\_

## 2022 PRODUCTION/DESIGN GUIDELINES & MECHANICAL REQUIREMENTS

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.

### AD DIMENSIONS

Full Page with bleed	5.75 x 8.75
1/2 Page vertical	2.375 x 8
1/2 Page Horizontal	5 x 3.875
1/4 Page	2.375 x 3.875
1/8 Page	2.375 x 1.75

### 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.

### 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**.

### 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.

## NEI-TURNER MEDIA GROUP

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**ADVERTISING AGREEMENT** This contract is for ad placement in the 2022 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.