



2022 COMMUNITY GUIDE & BUSINESS DIRECTORY

50TH ANNIVERSARY EDITION

The Middletown Area Chamber of Commerce is gearing up to produce its Nationally Award Winning **MACC Community Guide & Business Directory**, and we are excited to once again be partnering with design agency, Launch Design Collective. Launch is a full-service creative agency that elevates companies small and large with proven solutions.

The MACC Community Guide & Business Directory is the Middletown Area Chamber of Commerce's official publication, and is the most effective way to reach the residents and business owners within the Middletown area.

Please view the ad sizes and rates below for your options for participating, and please contact Roxane Ferguson at the MACC office at 302-378-7545 with any questions. Space is limited, so please act quickly. We look forward to seeing you all in our new 2022 MACC Community Guide & Business Directory!

Kiel Drake
President – Middletown Area Chamber of Commerce

AD RATES

Guide trim size 8.5W x 11H

Back Cover w/ bleed: 8.75W x 11.25H	\$2,500
Inside Front Cover w/ bleed: 8.75W x 11.25H	\$1,500
Inside Back Cover w/ bleed: 8.75W x 11.25H	\$1,500
Full page ad w/ bleed: 8.75W x 11.25H	\$1,000
Half page horizontal: 7.5W x 4.75H	\$599
Half page vertical: 3.5W x 10H	\$599
Quarter Page: 3.5W x 4.75H	\$399
Eighth Page: 3.5W x 2.25H	\$350

SEND AD MATERIALS TO creative@ldcandco.com

Ad space is limited and subject to availability. Position guarantee (1/2 page minimum) add 15%.
Note: Other position requests will be considered. However, ultimate position of advertisements is at the discretion of the publisher.



3,500
FULL COLOR COPIES
copies of the guide are strategically distributed at the best locations to reach our residents and business owners.

YOUR AD IS CIRCULATED FOR AN ENTIRE YEAR!
A Digital Edition of the guide will be accessible on the Chamber's official website, **maccd.com**, as well as our social media sites.

Our online 2021 MACC Community Guide & Business Directory allows your display ad to link directly to your website, increasing your circulation and website traffic for **FREE!**

ARTWORK, PAYMENT & AGREEMENT DEADLINE DECEMBER 10, 2021

Additional info on reverse

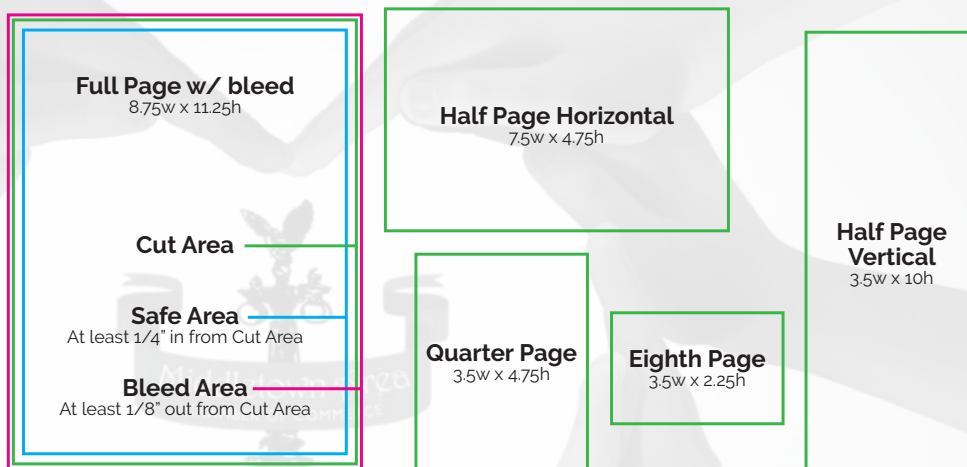
COVER PAGE RATES

Only 1 of each available

Back Cover	\$2,500
Inside Back Cover	\$1,500
Inside Front Cover	\$1,500

INSIDE PAGE RATES

Full Page	\$1,000
Half Page (H)	\$599
Half Page (V)	\$599
Quarter Page	\$399
Eighth Page	\$350



PRINT READY ART REQUIREMENTS

Press ready PDF files preferred, with all type converted to outlines. PDF files must be high resolution (300dpi), CMYK color, and built to the exact dimensions. Crop marks and bleed lines must be included on all artwork.

Additional formats accepted include: High Resolution TIFF, EPS, Illustrator and Photoshop files
No Spot colors. All colors must be CMYK. Bleeds must be at least 1/4".

Ready to claim your ad spot?

FILL OUT THE INFORMATION BELOW AND MAIL IT WITH PAYMENT TO:

Middletown Area Chamber of Commerce, P.O. Box 1, Middletown, DE 19709

Please make checks payable to:

Middletown Area Chamber of Commerce

OR Choose to **GO GREEN** and sign up for your ad online@ www.maccde.com

REMEMBER

Art Work, Payment &
Agreement Deadline:

DECEMBER 10, 2021

CONTACT INFORMATION

Company: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

PAYMENT INFORMATION

☐ Cash ☐ Check ☐ Credit Card (Complete Field Below) ☐ Mastercard ☐ Visa ☐ American Express ☐ Discover

Name on Card: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

Billing Phone: _____

Authorized By: _____

Signature: _____

Date: _____

**Payment Terms: Payment must be made in full
before display ad will be included in publication.
All payments are non-refundable.**

ARTWORK HANDLING

☐ I will send artwork ☐ Need help with ad design

Launch can design your ad for a fee.

Please contact Paul Dolan with details at 610.416.8440

or email creative@ldcandco.com



LDCandCo.com | 610.416.8440 | Delaware/Maryland