

AUBURN AREA CHAMBER OF COMMERCE

2024 AUBURN AREA CONNECTOR

VISITOR & BUSINESS GUIDE

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To Reserve Your Space

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EMPLOYEE-OWNED

ADVERTISING RATES

	<u>Member Rate</u>	<u>Non-Member Rate</u>
Eighth Page	\$535	\$640
Quarter Page	\$1,075	\$1,295
Half Page	\$1,400	\$1,675
Full Page	\$1,890	\$2,275

PREMIUM POSITIONS

	<u>Member Rate</u>	<u>Non-Member Rate</u>
Prime Chapter	\$2,375	\$2,865
Pages 3-5	\$2,375	\$2,865
Inside Front Cover	\$2,485	\$2,970
Inside Back Cover	\$2,485	\$2,970
2 Page Spread	\$2,590	\$3,110
Back Cover	\$2,700	\$3,240

DINING GUIDE RATES/FOLD-OUT MAP

	<u>Member Rate</u>	<u>Non-Member Rate</u>
1 Ad Unit	\$425	\$515
2 Ad Units	\$780	\$920
3 Ad Units	\$1,135	\$1,350



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

