# **AUBURN AREA CHAMBER OF COMMERCE**

# 2024 AUBURN AREA CONNECTOR VISITOR & BUSINESS GUIDE

#### **Publication Date**

April 2024

## **To Reserve Your Space**

Contact:

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## **ADVERTISING RATES**

Eighth Page	Member Rate \$535	Non-Member Rate \$640
Half Page	\$1,400	\$1,675
Full Page	\$1,890	\$2,275

#### **PREMIUM POSITIONS**

	Member Rate	Non-Member Rate
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**

1 Ad Unit	Member Rate \$425	Non-Member Rate \$515
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.

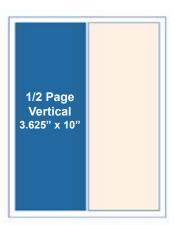
#### **Art & Files**

- 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.

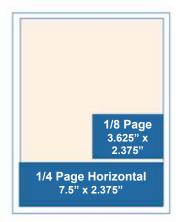
#### **Advertising Dimensions**

Full Page
w/ Bleed
8.75" x 11.125"

Full Page
no Bleed
7.5" x 10"



1/4 Page Vertical 3.625" x 4.875" 1/2 Page Horizontal 7.5" x 4.875"



2 Page Spread w/ Bleed 17.25" x 11.125" 2 Page Spread no Bleed 16" x 10"

