



Auburn Area CONNECTOR 2023 Visitor & Business Guide

AD SPACE RESERVATIONS ARE NOW OPEN

Dear Chamber Partners,

We invite you to showcase your business in *The 2023 Auburn Area Connector*. It's a great opportunity to be part of Auburn Area's diverse business community that continues to lead our region's growth.

Connect with thousands of visitors, newcomers and fellow chamber and community members to help expand and market your services to Auburn and beyond.

Expand your On-Line Visibility:

Our publishing partner Town Square Publications will produce the 2023 full color printed edition. The online and mobile editions with links to advertiser's website and Google map locators will be accessible from the Chamber's home page and Town Square's National Profile Network further extending the exposure of your advertising message and increasing your search engine optimization.



Don't miss the opportunity to promote your business to visitors, newcomers, residents and business owners!

Our representative from Town Square Publications is *Dac Randall*. You may reach Dac by completing the information below and **faxing to Dac at Town Square Publications (800) 621-0256, call Dac at (253) 861-6509 or email to drandall@tspubs.com** to review the details.

Creating tools for your success,

Kacie
Kacie Bray
President & CEO



FEATURING
Visitor Marketing Distribution Program
With 93 Locations Including 8 Airports
Showcasing Your Marketing Message

Fill out the form below and email to: drandall@tspubs.com

YES! I am interested in advertising in the 2023 Auburn Area Chamber CONNECTOR Visitor & Business Guide!

Business Name _____ Contact _____

Business Address _____ City _____

Phone _____ Fax _____

Email Address _____

AUBURN AREA CHAMBER OF COMMERCE

2023 AUBURN AREA CONNECTOR

VISITOR & BUSINESS GUIDE

Publication Date

April 2023

To Reserve Your Space

Contact:

Dac Randall

(253) 861-6509

drandall@tspubs.com



Your Custom Publishing Partner
A Daily Herald Media Group Company
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

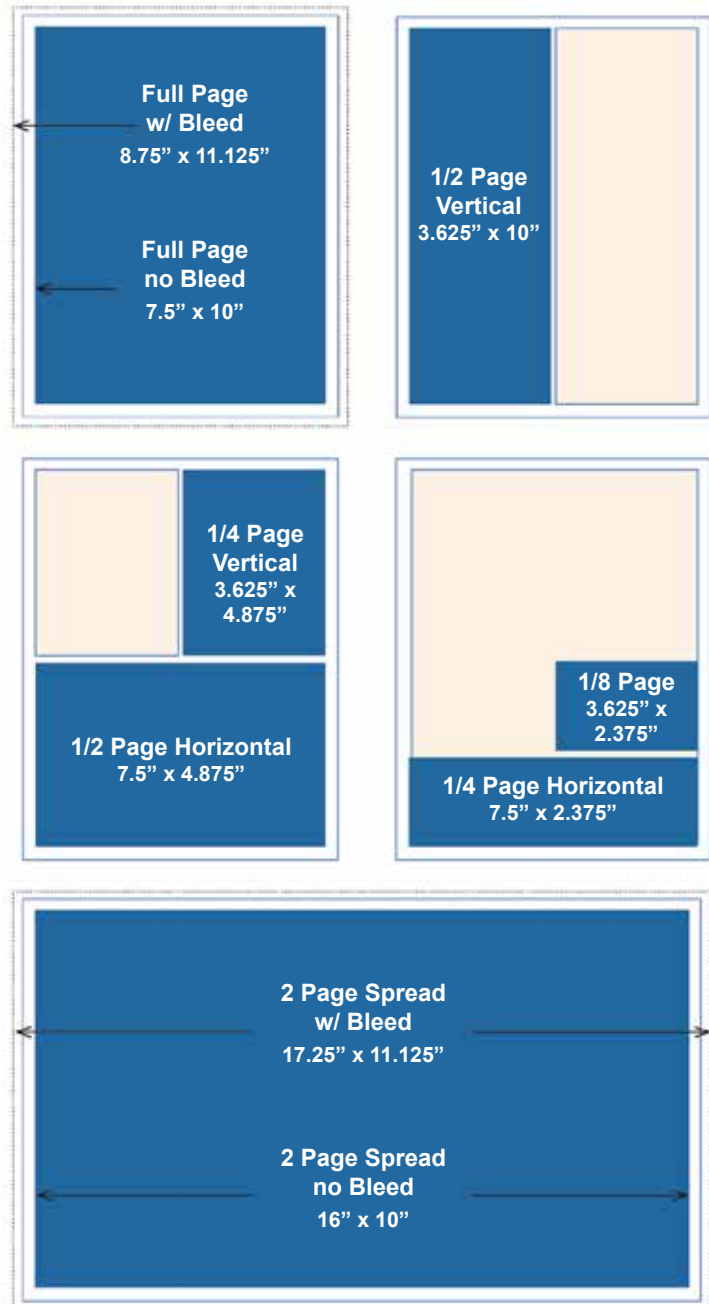
Fonts must be:

- 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.

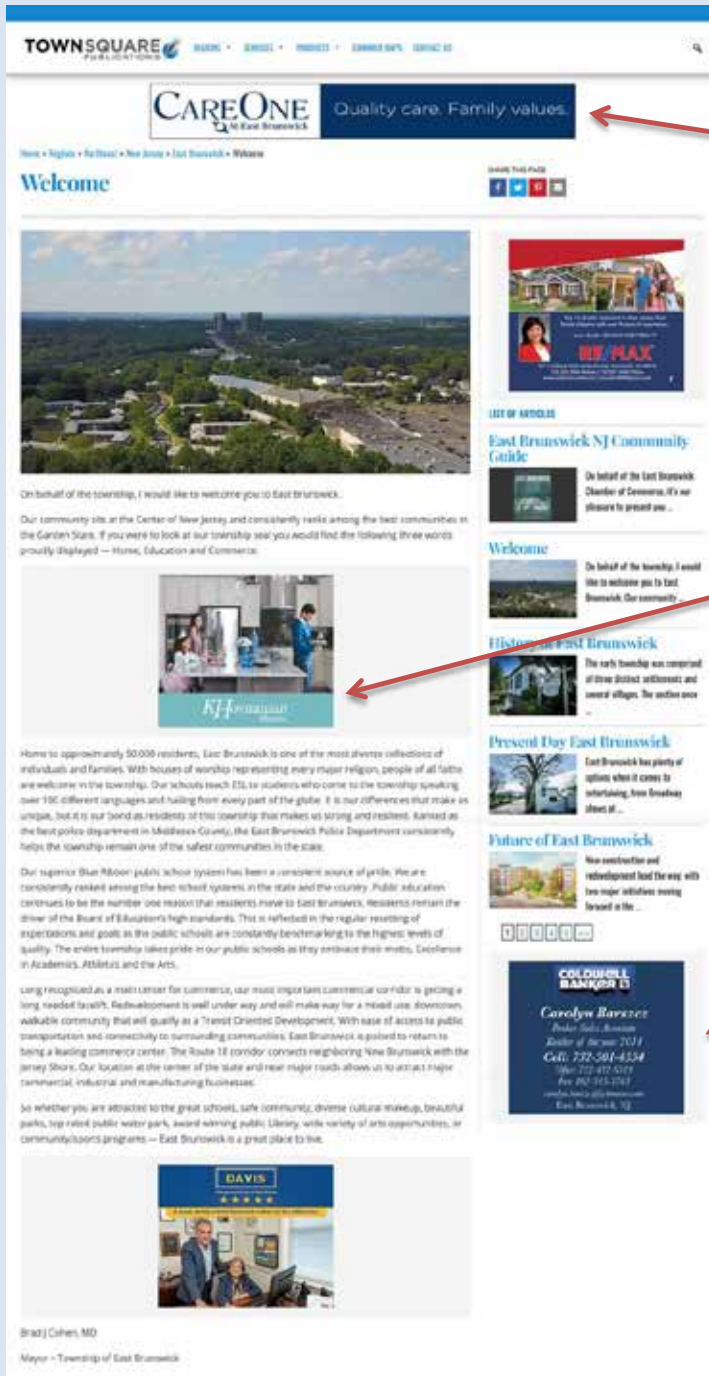
Art & Files

- **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



Town Square Publications R.O.I. Program



Leaderboard Ads*

Online ad spaces on any editorial chapter of community website. Leaderboards are cycled through the website and linked to your business website. *Dimensions: 728 x 90 pixels*
WITHOUT PRINT AD: \$395
Premium positions and full page advertisers at full rate receive FREE of charge!

Banner Ads*

Online ad spaces on any editorial chapter of community website. Banners will also cycle through the website and be linked directly to your business website. *Dimensions: 300 x 250 pixels*
WITHOUT PRINT AD: \$250
Half page advertisers at full rate receive FREE of charge!

Web Videomercial*

Business video is featured on community website, on any editorial chapter in a 30-second rotating video commercial. Positioned as sold in rotation. **WITH PURCHASE of HALF or FULL PAGE PRINT AD: \$195**
Videomercial may be substituted for Leaderboard or Banner ad placement.
(Customer Provides YouTube Video Link)

Provides Immediate Promotion Opportunities for Your Business With Our All Digital Program

*ON THE WEB FOR THE LIFE OF THE ONLINE PUBLICATION