

# Display Advertising Options

**2009 COMMUNITY GUIDE & MEMBERSHIP DIRECTORY**

**- 2009 VISITORS' GUIDE**

**W**e invite you to join the many Chamber members who will advertise in the 2009 Community Guide & Membership Directory and the separate 2009 Visitors' Guide. **These are your Chamber publications make them work for you!**

## The Best Positions Go Fast, Reserve Your Advertising Space Now!

These Chamber publications are important resource guides used daily by chamber members, visitors, and new residents/businesses throughout the entire year. **15,000 COPIES of EACH of these beautifully designed guides are published annually and distributed for FREE.**

- The Community Guide & Membership Directory is a full size publication at 8-3/8" x 10-7/8."
- The Visitors' Guide is digest size publication at 5 3/8" x 8 3/8."

**To reserve your ad space contact:**

*Donna Pirozzi*

◆ 941-488-2236

◆ 941-484-5903 FAX

dpirozzi@venicechamber.com

### R A T E / S I Z E S C H E D U L E

#### COMMUNITY GUIDE & MEMBERSHIP DIRECTORY

*For Accent Color in Directory Section add 10%*

SIZE	B/W	FULL COLOR	2-COLOR	VERT. (W x D)	HORZ. (W x D)
Full Page	\$2305.	\$2935.	\$2620.	7-3/8" x 9-5/8"	NA
2/3 Page	1990.	2515.	2200.	4-5/8" x 9-5/8"	NA
1/2 Page	1780.	2200.	1990.	4-5/8" x 7-3/16"	7-3/8" x 4-11/16"
1/3 Page	1255.	1570.	1360.	2-1/4" x 9-5/8"	4-5/8" x 4-11/16"
1/4 Page	940.	1151.	1045.	NA	4-5/8" x 3-9/16"
1/6 Page	730.	940.	835.	2-1/4" x 4-11/16"	4-5/8" x 2-1/4"
Classified Ad	420.	NA	NA	2-1/4" x 2-1/4"	NA
Back Cover	NA	5350.	NA	7-3/8" x 9-5/8"	NA
Inside Covers	NA	4405.	NA	7-3/8" x 9-5/8"	NA
Page 1 & 3	NA	4405.	NA	7-3/8" x 9-5/8"	NA
2 Pg Spread	4195.	5350.	\$4720.	NA	15-5/8" x 9-5/8"

#### VISITORS' GUIDE

Full Page	\$1255.	\$1675.	\$1465.	4-3/4" x 7-3/4"	NA
1/2 Page	835.	1045.	\$940.	2-1/4" x 7-3/4"	4-3/4" x 3-3/4"
1/4 Page	520.	730.	\$625.	2-1/4" x 3-3/4"	4-1/4" x 1-13/16"
1/8 Page	310.	520.	\$415.	NA	2-1/4" x 1-13/16"
Back Cover	NA	2305.	NA	5-3/8" x 8-3/8"	NA
Inside Covers	NA	2095.	NA	5-3/8" x 8-3/8"	NA
Page 1 & 3	NA	2095.	NA	5-3/8" x 8-3/8"	NA
2 Pg Spread	2305.	3040.	2620.	5-3/8" x 8-3/8"	9-7/8" x 8-3/8"

**POSITION GUARANTEES:** 15% added to selected size/rate above.

**TAB PAGES / SECTION DIVIDERS:** 15% added to rate above, 1/2 or Full Page size placement only.

## SPACE DEADLINE & AD MATERIALS DUE: July 25, 2008 PUBLICATION RELEASE: Nov. 2008

See the back side of this sheet for detailed production specifications and information about how and where to send your ad material.

### NEW COVER SPONSORSHIP INCLUDES:

- ◆ Your Business Name and Logo on the covers of both books
- ◆ A full page color ad in the Visitor Guide
- ◆ A 1/2 page color ad in the Membership Directory along with a 1/6th page B/W ad next to your categorical listing.

**Only One Sponsorship Available \$5500.**

**A \$7000. Value!**

## PRODUCTION REQUIREMENTS

### FULL PAGE AD SIZES

#### Community Guide & Membership Directory

Live Area: 7-1/2" x 9-1/2", Trim Size: 8-3/8" x 10-7/8"  
Bleed Size: 8-5/8" x 11-1/8"

#### Visitor Guide (Digest Size)

Live Area: 4-3/4" x 7-3/4", Trim Size: 5-3/8" x 8-3/8"  
Bleed Size: 5-5/8" x 8-5/8"

### ART FOR AD BUILDS:

The quality of materials that you supply for ad builds is the quality that you will receive in your ad. All art, including logos, maps, borders, illustrations etc., must be clean & clear, and in black and white if at all possible. Any photos that are to be used must be originals and not pre-printed.

**PREFERRED MATERIAL: For optimum results digital files are preferred.** We accept Macintosh compatible files including Quark Express, Adobe Illustrator (make sure to set fonts to outlines) & Photoshop files; TIFF or EPS file formats for all placed artwork within your layout. All placed artwork and files that are to be printed in color MUST be in CMYK file format at 300 DPI. A B/W or Full Color Postscript digital proof is required with all digital files supplied. We also accept high resolution PDF files with fonts embedded and colors set to CMYK

**You MUST include all fonts used in your ad, or set all fonts to outlines. We cannot be responsible for missing fonts.**

#### NON-MAC PC FORMATTED FILES:

NON-MAC, PC FILES MUST BE IN HIGH RESOLUTION PDF, EPS OR TIFF FILE FORMATS WITH FONTS SET TO OUTLINES AND COLORS SET TO CMYK.

#### ELECTRONIC MEDIA ACCEPTED:

ZIP disks, Jazz disks, or CDs are accepted in Mac Format. FLOPPY DISKS ARE NOT ACCEPTED.

**FONTS:** You must include ALL SCREEN & PRINTER FONT FILES. Fonts in adobe illustrator files should be set to outlines.

#### FILM: WE DO NOT ACCEPT FILM NEGATIVES!

#### PRODUCTION QUESTIONS?

PLEASE E-MAIL: [ibaproduction@commspeed.net](mailto:ibaproduction@commspeed.net)  
OR CALL: 1-(800) 355-6944

**E-MAIL YOUR AD TO US:** You may e-mail your ad to us if you have followed the productions specs above. Please use Stuff-it or Zip to compress your files before sending them. Files up to 10 megs are accepted. Send your files to:

**[ibaproduction@commspeed.net](mailto:ibaproduction@commspeed.net)**

#### MAIL YOUR AD FILES TO:

IBA Publishing  
PO Box 2980  
Cottonwood AZ 86326

#### CHECKS PAYABLE TO: VACC

Send Insertion Agreement & Payment to:  
DONNA PIROZZI  
Venice Area Chamber of Commerce  
597 Tamiami Trail S. • Venice, FL 34285  
(941) 488-2236 • fax: (941) 484-5903

# Call to Reserve Your Advertising Space Today!

Space Deadline & Ad Material Deadline is July 25, 2008

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Donna Pirozzi 941-488-2236 ♦ FAX: 941-484-5903  
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