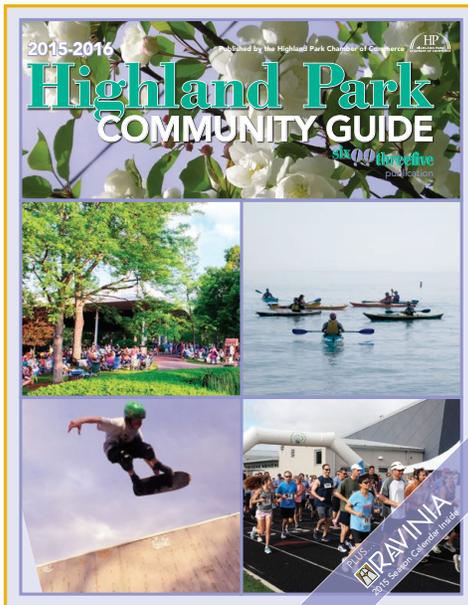


# six!!!threefive

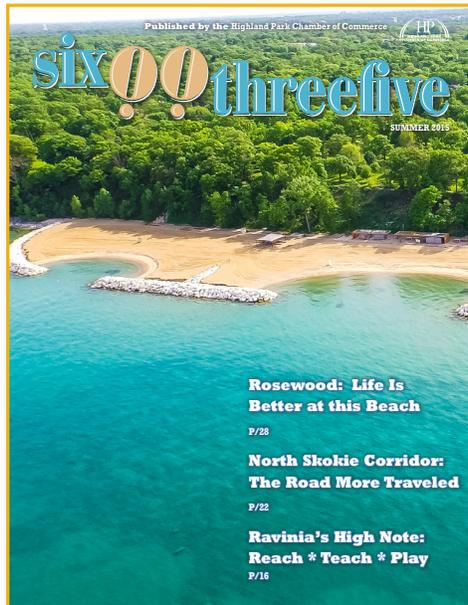
# 2016 MEDIA KIT

## Publications

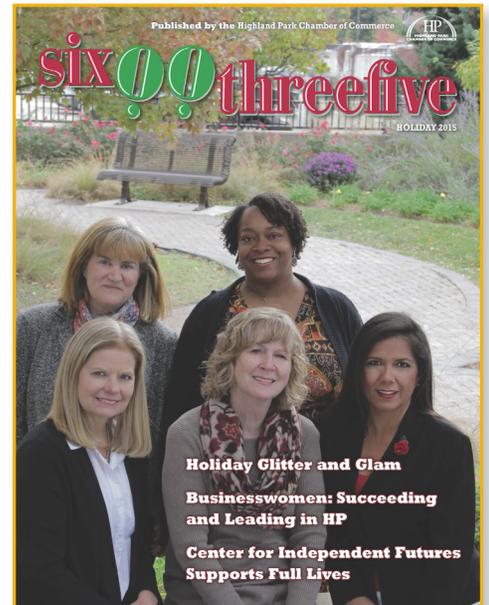
### Highland Park COMMUNITY GUIDE



### Summer six!!!threefive



### Holiday six!!!threefive



## HIGHLAND PARK— A HOMETOWN COMMUNITY

*six00threefive* is published to promote the unique business and cultural environment of Highland Park, a community with a rich history, diverse businesses, superior educational institutions and a broad range of cultural opportunities.

## BY THE NUMBERS\*

Highland Park population.....29,882

Households.....11,568

Median Household Income....\$114,600

Bachelor's Degree or higher.....67%

\*Based on the 2010 census

## DISTRIBUTION

*six00threefive* magazine is direct mailed to homes and businesses in Highland Park, Highwood and Fort Sheridan, with additional distribution at area banks, hotels, restaurants, coffee shops, hospital waiting rooms, professional offices and public buildings in Glencoe, Lake Forest, Deerfield, and Northbrook. Approximately 18,000 copies will be read by up to 70,000 readers in print and online.

*six00threefive* magazine is published under the banner of the Highland Park Chamber of Commerce, giving this magazine a credibility that far exceeds any other vehicle available to target the outstanding Highland Park demographic.

## PAYMENT

Payment for each publication is due on or before the "ad contract & art material" due date listed in this media kit. 50% deposit is due when contract is signed with a credit card. Invoice and payment terms are available upon request.

## DISCOUNTS\*

First – Time Advertiser ..... 5%  
Community Guide plus 1 issue\*\* ..... 5%  
Community Guide plus both issues\*\* ... 10%  
Non-Profit / 501c3 org ..... 10%

\* Largest single discount will apply. Ad rates subject to change without signed insertion order.

\*\* If commitment is received with signed Community Guide insertion order

## AD SPECIFICATIONS

### COLOR & STOCKS

*six00threefive* is a full color publication. All ads and graphic elements are to be prepared as CMYK, combined coverage no more than 300%. Color type less than 8 pt. or reversed should be avoided. Rich Black: Please use 30C/30M/30Y/100K for large, solid black areas.

### LIVE MATTER

Copy and images should be kept a comfortable distance from the edges of your ad. For full bleed ads, we recommend keeping .325" from all trims as safe area. We cannot accept responsibility for nonconforming layouts.

### BORDERS (KEYLINES)

We use a .25 pt rule around unbordered ads; we separate ads from editorial with a .25 pt. rule. We reserve the right to add the designation "Advertisement" to any artwork.

### GRAPHICS

Graphics and Photos should be 300 dpi at actual size. CMYK only. TIF or EPS, no JPEG compression. If you require color matches, please inquire about additional fee for SWOP proof.

Fonts should be outlined or, if you are submitting native application files, be sure to include all screen and printer fonts.

Preferred Format is Adobe PDF, high resolution file (we can provide Job Option settings). Turn off crop marks, include bleeds (if applicable). Distill at 100% (Actual Size). Outline or embed all fonts.

## OTHER FORMATS

- » Quark 6.5 or earlier. Collect for output; include graphics and fonts
- » Adobe Illustrator CS or InDesign CS or earlier. Flatten layers, outline fonts.
- » Photoshop CS or earlier, 300+ dpi, CMYK or Grayscale

Non-conforming ads will be returned for correction, or publisher will make necessary correction for a fee of up to \$100. Following payment, you will receive a copy of the corrected file, with full rights for your use.

The following will be returned for corrections or our staff will correct for a modest fee: Microsoft Word, Microsoft Publisher, WordPerfect or any other word processing or text files; JPGs, GIFs, BMPs and any artwork in RGB mode; hard copy or internet downloads.

## SUBMISSIONS

By email attachment, if file size is LESS THAN 10 megabytes. Put "60035 Ad" in subject line and include advertiser and artist contact information in the cover email. Email ads to: [adsales60035@chamberhp.com](mailto:adsales60035@chamberhp.com)

- » On CD or DVD, by mail, messenger or carrier mail to:  
Bohringer Creative,  
381 Mitchell Ave.  
Elmhurst, IL 60126  
Mark "Ad Copy Enclosed"

## DESIGN SERVICES

Advertisers who request ad design services will be referred to a qualified graphic artist. An estimate will be furnished prior to any work being done. Artwork paid in full becomes the property of the advertiser.

### CONTACT AD SALES AT:

- » Jennifer Flick  
847-757-2393  
[Jen.hpcc@gmail.com](mailto:Jen.hpcc@gmail.com)



## Discounts Available for Advertising in Multiple Issues!

Including the "All-New" Highland Park Community Guide.

## 2016 SCHEDULE AT-A-GLANCE

ISSUE	SPACE RESERVATION DUE DATE	AD MATERIALS DUE	PUBLICATION DATE
Community Guide	March 4	March 18	Mid April
six00threefive — Summer	June 15	June 22	Mid July
six00threefive — Holiday	October 19	October 26	Mid November

### DEADLINES AND ORDERS

Orders are secured by signed contract and credit card information. For multi-insertion contracts, advertiser assumes responsibility for providing copy changes by closing date. If none is received, publisher reserves the right to reprint most recent or same season ad copy or to apply contract to the next available issue.

After closing date, acceptance of ads is at the sole discretion of the publisher. The publisher reserves the right to reject any ad that does not meet the publication's standards, technical specifications, policies or principles.

### CONTRACTS AND CANCELLATIONS

Cancellations must be in writing and received prior to art due date. Cancellation after closing is subject to a fee of up to 50% and short rates, at the sole discretion of the publisher.

### PREMIUM POSITIONS

Premium Positions are secured by annual contracts only. At expiration of contract, advertiser retains the right of first refusal for two weeks following publication; if not renewed, position is released for sale.

### PLACEMENT

For Specific position add 10%  
Unless otherwise agreed to in writing, ad placement is at publisher's discretion.

### IMPORTANT CONTACTS

#### AD SALES

» Jennifer Flick  
847-757-2393  
Jen.hpcc@gmail.com

#### PUBLISHER & EDITORIAL:

» Contact the Chamber at:  
847-432-0284  
or info@chamberhp.com

## PRAISE FROM OUR ADVERTISERS

Since the inception of six00threefive, I have been a loyal advertiser for several reasons:

- » It is a Highland Park Chamber of Commerce publication — I support the Chamber 100%!
- » It is a local venue for my local clientele — and it's full color!
- » No comparison to the coupon-type publications — this is first class!
- » My customers think I'm a celebrity when they see me in this magazine. That's just plain cool!

*Sandy Saldano, Therapeutic Kneads*

Many thanks for the great ad that ran in **six00threefive**. I've been running ads in magazines such as Chicago Life, Chicago Home, etc., for several years, but I've yet to receive feedback this strong... we hit a home run with **six00threefive**.

*Richard Becker, Becker Architects*

I just wanted to let you know how successful our advertising has been with **six00threefive**. We realize that repetition and a strong call to action are important when trying to generate new business in advertising, so we were fully expecting this campaign to take some time. The fact is, it generated one of the largest contracts we have had in painting all year—a lead we otherwise would not have had if not for **six00threefive**.

*The ABL Group*

The response from our ad in **six00threefive** was definitely worthwhile! We gained new clients and awareness. We will be advertising in the magazine again this year.

*Loree Wasserman, Loree's Closet*

## Combine Ad Sizes to Fit Your Needs!

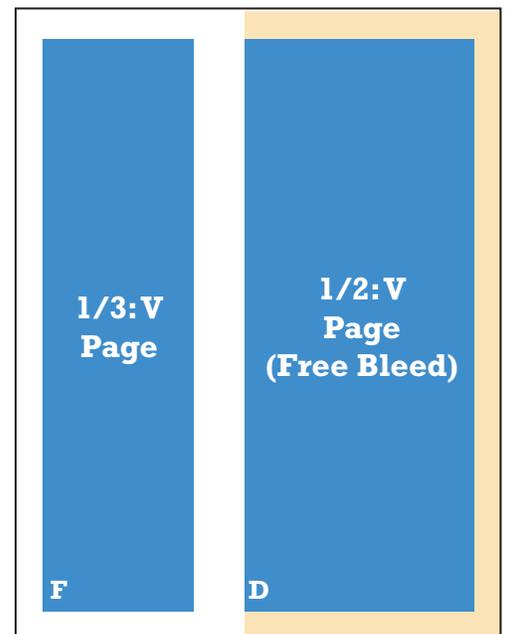
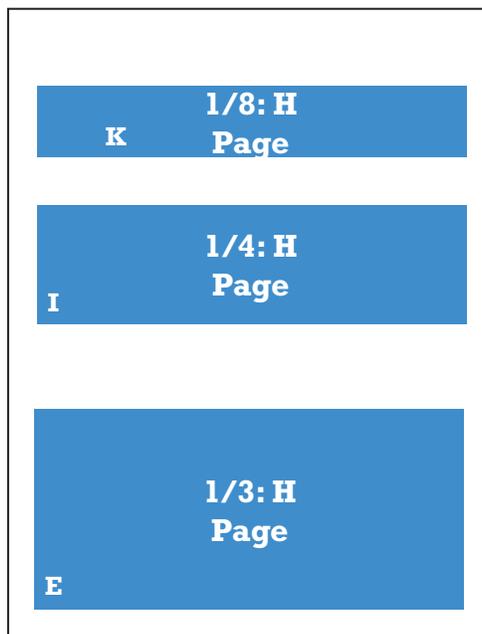
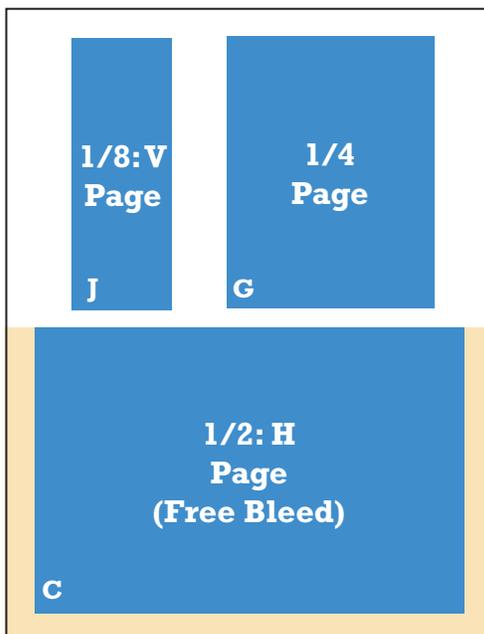
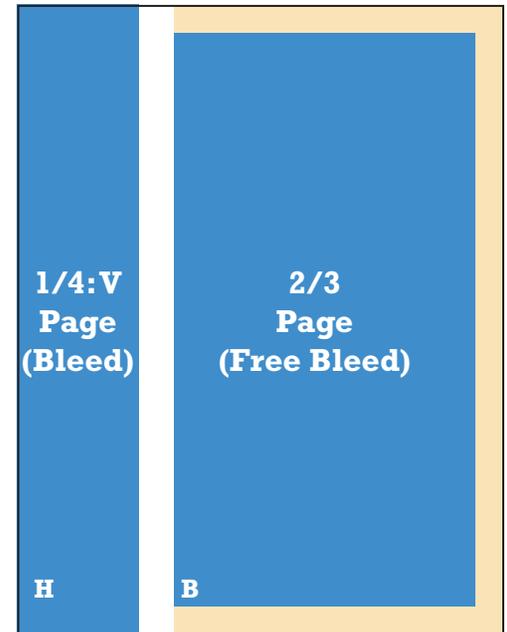
Mix and Match to suit your advertising needs. Smaller ad for summer? No problem.

### FYI

The online version of 60035 reaches an *additional 20,000* people each month!

Local people that *need* your product or service.

The online version links visitors *directly to your website.*



### Standard Sizes in Inches (Width x Height)

<b>A</b>   Full Page (V)	8.5 x 11 ( <b>B</b> )	<b>G</b>   1/4 Page (V)	3.75 x 5
<b>A</b>   Cover (V)	8.5 x 11 ( <b>B</b> )	<b>H</b>   1/4 Page Tall (V)	2 x 11 ( <b>B</b> )
<b>B</b>   2/3 Page (V)	5.5 x 11 ( <b>B</b> )	<b>I</b>   1/4 Page (H)	8 x 2.25
<b>C</b>   1/2 Page (H)	8.5 x 5.25 ( <b>B</b> )	<b>J</b>   1/8 Page (V)	1.75 x 5
<b>D</b>   1/2 Page (V)	4.25 x 11 ( <b>B</b> )	<b>K</b>   1/8 Page (H)	8 x 1
<b>E</b>   1/3 Page (H)	8 x 3.5		
<b>F</b>   1/3 Page (V)	2.625 x 10.5		

H = Horizontal, V = Vertical, B = Bleed Available (.125 bleed on all sides with a .25 safety area for text)

<b>RATES*</b>				
<b>Ad Size</b>		<b>Community Guide</b>	<b>Summer</b>	<b>Holiday</b>
<b>A</b>	<input type="checkbox"/> Full Page (Back Cover)	\$2800	\$2600	\$2600
<b>A</b>	<input type="checkbox"/> Full Page (Inside Front Cover)	\$2500	\$2300	\$2300
<b>A</b>	<input type="checkbox"/> Full Page (Inside Back Cover)	\$2500	\$2300	\$2300
<b>A</b>	<input type="checkbox"/> Full Page (First 5 Pages)	\$2100	\$1900	\$1900
<b>A</b>	<input type="checkbox"/> Full Page	\$1925	\$1725	\$1725
<b>B</b>	<input type="checkbox"/> 2/3 Page (First 5 Pages)	\$1550	\$1400	\$1400
<b>B</b>	<input type="checkbox"/> 2/3 Page	\$1375	\$1200	\$1200
<b>C/D</b>	<input type="checkbox"/> 1/2 Page (H/V)	\$1025	\$975	\$975
<b>E/F</b>	<input type="checkbox"/> 1/3 Page (First 5 Pages)	\$900	\$775	\$775
<b>E/F</b>	<input type="checkbox"/> 1/3 Page (H/V)	\$775	\$675	\$675
<b>G/H/I</b>	<input type="checkbox"/> 1/4 Page (H/V)	\$625	\$600	\$600
<b>J/K</b>	<input type="checkbox"/> 1/8 Page (H/V)	\$400	\$375	\$375

*Limited space available | All rates listed are per issue | Ad rates subject to change without signed insertion order.  
\*Non-Chamber members pay an additional 10% over published rates. Discounts do not apply.*

**Scan and e-mail to [info@chamberhp.com](mailto:info@chamberhp.com) or fax to: 847-432-2802**

Name: \_\_\_\_\_ Business: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_ Total Amount Charged: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

CCV#: \_\_\_\_\_

Signature: \_\_\_\_\_ Payment Schedule: \_\_\_\_\_

**Creative Info:**

Pick up (from previous issue) \_\_\_\_\_  New - The Artwork will be Provided By: \_\_\_\_\_

New - Requires Design

Notes: \_\_\_\_\_