



# Advertising Rate Sheet

**FULL PAGE**

**1/2 PAGE**

**1/4 PAGE  
(DIRECTORY ONLY)**

ads are shown at 25% actual size

**AD PLACEMENT DUE:  
March 15**

**ARTWORK DUE:  
March 15**

**1/3 PAGE  
SQ**

ad size	WIDTH	HEIGHT
<b>FULL PAGE</b>	7.375"	9.875"
<b>1/2 PAGE</b>	7.375"	4.875"
<b>1/3 PAGE SQ</b>	4.875"	4.875"
<b>1/4 PAGE*</b>	3.625"	4.875"

All ads must use these dimensions. If they do not, the ad will be resized to fit the designated space at the advertisers expense.

rates	PRICE	FREE MAGAZINES
<b>FULL PAGE</b>	\$ 2,195	30
Outside Back Cover	\$ 4,395	50
Inside Cover	\$ 3,295	40
Inside Front Facing	\$ 2,745	40
Directory Front	\$ 3,295	40
<b>1/2 PAGE</b>	\$ 1,205	20
<b>1/3 PAGE</b>	\$ 795	15
<b>1/4 PAGE directory*</b>	\$ 655	15
Directory Highlight Box	\$ 105	

\*Quarter page ads are only available in the directory section of the magazine.

We will place the 2017 Magazine + Directory on the Chamber's Issuu page to give our members and advertisers an online digital footprint.



## digital requirements

CD ROM or EMAIL (preferred media)

Along with CD or email please provide a printed proof, phone number, contact person and ad name/#. Media is non-returnable

**PREFERRED FILE FORMAT:** PDF Press-ready, must contain only 4-color process images (CMYK)

**IMAGE REQUIREMENTS:** All images provided for ads should be final, color corrected, hi-resolution (300dpi at actual size) CMYK files. TIF or EPS file type recommended. Hi-Res images should not be scaled more than 115% to maintain image quality.

## production reminders

Additional production charges for the advertiser may result if the guidelines below are not followed:

- Do NOT send JPEG or GIF files
- Do NOT send files in RGB
- All spot colors must be converted to CMYK
- All ads created in any unacceptable format (Publisher, Corel Draw) will be returned to the advertiser to be reformatted or created.
- All ads submitted should be suitable to print as-is.  
*Springfield Area Chamber of Commerce is not responsible for any errors in content.*

## ad submission

**EMAIL**            jeff@springfield-chamber.org  
**CD ROM**            Springfield Area Chamber of Commerce  
                           101 South A Street  
                           Springfield, OR 97477

For questions or further assistance, please contact Jeff Thompson at 541.746.1651