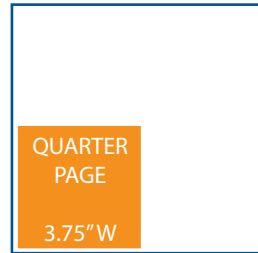
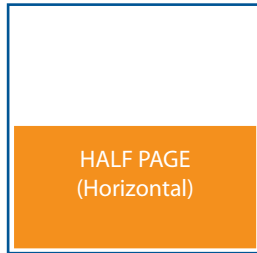
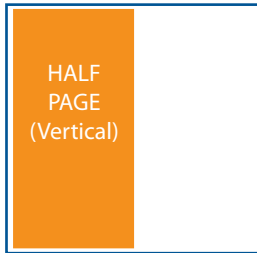


2015 MACOMB COUNTY CHAMBER MEMBERSHIP DIRECTORY Space Reservation Contract



DIRECTORY RATES

	MEMBER	NON-MEMBER
<input type="checkbox"/> Full Page Advertorial - 7.5"W x 10" L	\$2150	\$2700
<input type="checkbox"/> Full Page - 7.5"W x 10" L	\$1850	\$2400
<input type="checkbox"/> Half Page (Vertical) - 3.75"W x 10" L	\$950	\$1250
<input type="checkbox"/> Half Page (Horizontal) - 7.5"W x 5" L	\$950	\$1250
<input type="checkbox"/> Quarter Page - 3.75"W x 5" L	\$650	\$850
<input type="checkbox"/> Eighth Page - 3.5"W x 2.25" L	\$350	\$450
<input type="checkbox"/> Business Card Ad	\$275	\$325
<input type="checkbox"/> Enhanced Listing (Large, bold font in box) with BONUS online enhanced listing	\$99	N/A

PREMIUM PLACEMENT OPTIONS

	MEMBER	NON-MEMBER
<input type="checkbox"/> Centerspread - 15"W x 10" L	\$4750	\$5750
<input type="checkbox"/> Back Cover - 7.5"W x 10" L	\$2350	\$2800
<input type="checkbox"/> Inside Front Cover - 7.5"W x 10" L	\$2250	\$2700
<input type="checkbox"/> Inside Back Cover - 7.5"W x 10" L	\$2100	\$2700
<input type="checkbox"/> Premier Position - 7.5"W x 10" L	\$2100	\$2700

Advertiser Name _____
 Title _____
 Organization _____
 Business Address _____
 City _____ Zip _____
 Phone _____ Fax _____
 VISA / MC / AmEx # _____
 Expiration Date _____
 Zip Code of billing address _____
 E-mail* _____

*Required for purchase and payment verification.

To reserve your ad or enhanced listing,
 email this form to
michelle@macombcountychamber.com
 or fax to 586-493-7602.

Deadline: February 5 for publication in March 2015.

Please see the back of this flyer for technical specifications and other information.
 Please e-mail ads to Michelle Fusco at michelle@macombcountychamber.com.

2015 MACOMB COUNTY CHAMBER

Membership Directory & Community Profile

Technical Specifications & Guidelines

Assembly Guidelines

- We accept press-optimized PDFs with all fonts converted to outlines.
- Files that do not follow these guidelines will be returned for correction. No exceptions.

Software Tips

- Set document size to the exact size of your ad. If the ad is to bleed, pull all bleeds a minimum of 1/4" (.25") from document edge.
- When using Illustrator, Photoshop or Freehand, convert all type to outlines/paths and all colors to CMYK.
- Flatten layers and discard any extra channels or paths. Do not compress files with LZW TIFF, JPEG, JPEG encoded EPS.

Mechanical Guidelines

- Macomb County Chamber Directory is offset and saddle-stitched.
- The magazine prints at 150 lpi — minimum halftone resolution should be 300 dpi.
- TAC (Total Area Coverage) not to exceed 300%.
- Unless special ordering an additional color, all spot or Pantone specified colors should be converted to process color.
- A contract color proof is required with every ad.
- Acceptable contract proofs include: Kodak Approval, Scitex Iris, Fuji Pictroproof as well as 3M Digital Matchprints. If acceptable proof is not provided, color consistency will not be guaranteed.

Specifications

- Trim Size: 8.25" x 10.75"
- Bleed Size: 8.5" x 11" (Bleeds are accepted on full-page ads only.)

Production Charges

- Typesetting and Design: \$200/hour
- Retouching: \$200/hour
- Additions/Corrections after Due Date: \$50/change

Acceptable Media

- CD-ROM, DVD-ROM, DVD-RAM and DVD are accepted. All media must be Microsoft Windows compatible.
- Ship media to: 28 First Street, Suite B
Mount Clemens, MI 48043, c/o Michelle Fusco.
- Or e-mail to: michelle@macombcountychamber.com.

General Terms and Conditions

- All advertising space used on contracts is governed by the published rates in effect at that time. The Advertiser agrees to remit to the Publisher payment for such advertising within 30 days from the invoice date. In the case of a third party placing advertising on the behalf of a client, the party placing the advertising or signing the contract will be held fully responsible for payment of such advertising.
- The Advertiser agrees to hold the Publisher harmless and the Advertiser will be held responsible for any legal costs or damages (including legal fees) resulting from any third-party legal action.
- No advertising cancellations will be accepted after the published ad close date.
- A Finance Service Charge of 1.5% per month will be charged to all invoice amounts not paid within 30 days from the invoice date.
- Any materials submitted that do not conform to material specifications are subject to additional charges.

Technical Questions

Contact Michelle Fusco by phone at **586-493-7600**, or e-mail at michelle@macombcountychamber.com.