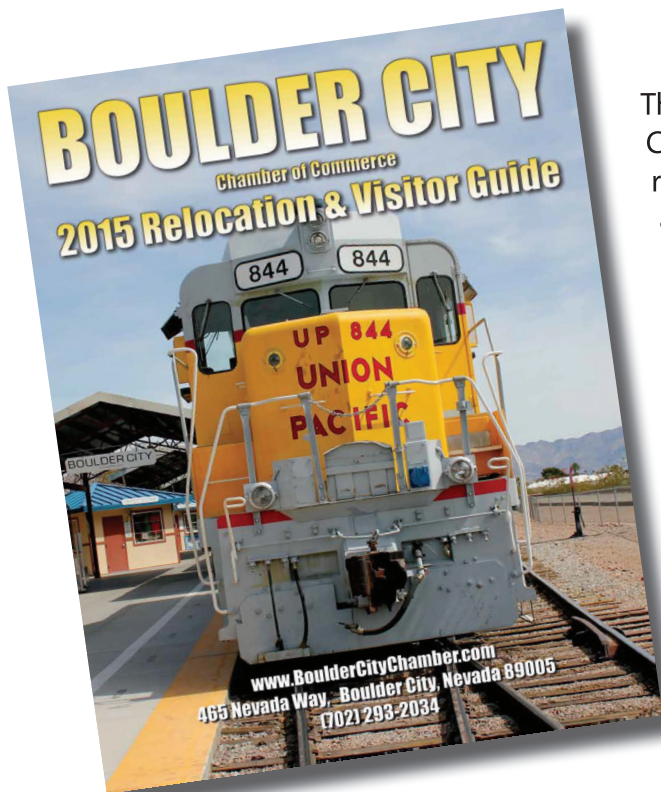


# Boulder City Chamber of Commerce 2017 Relocation & Visitor Guide

## Display Ad Rates and Specs



The Relocation & Visitor Guide is produced yearly for the Boulder City Chamber of Commerce. The publication for next year will be ready for distribution in early 2017. The guide will be a full-color 8.375" x 10.875" publication printed on 70# matte text with a self-cover and saddle-stitched. The publication will consist of between 60 to 80 pages with a distribution of between 35,000 - 50,000 printed copies. It will include maps, narrative and textual material describing the community, businesses, schools, attractions, amenities and other necessary and desirable attributes as well as advertising.

This sheet outlines the cost for advertisements in the publication for current Chamber members as well as future Chamber members. This sheet includes all the information you need on submitting your advertisement or having your ad designed. We look forward to producing a professional-looking publication for the Chamber of Commerce and Boulder City!

**Contact Janelle Shields at Phantasm Graphics (702) 378-7250 to reserve and pay for your advertisement. Ad space is reserved in the publication upon receipt of payment. The deadline for advertisements is Friday, November 11, 2016.**

### ADVERTISING RATES

Advertisement Size	Chamber Member Price	Future Member Price
1/8 Page Ad	\$245.00	\$495.00
1/4 Page Ad	\$490.00	\$740.00
1/2 Page Ad	\$950.00	\$1,200.00
Full Page Ad	\$1,850.00	\$2,100.00
IFC (Inside Front Cover) Ad	\$3,100.00	\$3,600.00
IBC (Inside Back Cover) Ad	\$2,700.00	\$3,200.00
Center Spread Ad (2 pages in center of publication)	\$4,500.00	\$5,000.00
Business Listing – Future Members Only (In the directory) <i>Listing includes name, address and phone number under specific category. The listing will be free for additional \$100.00 if entity becomes a Chamber member. Current Chamber members' listing is free and will be highlighted, setting them apart from future members.</i>	<b>FREE</b>	\$150.00

**NOTE: Payments made by credit card will be subject to a convenience charge of 2.75% for a swiped transaction and 3.5% for a keyed transaction.**

## MECHANICAL REQUIREMENTS

Document is a full color publication printed on 70# matte text with a self cover and saddle stitched.

(Width x Height)

**Publication Finished Size** 8.375" x 10.875"

**Full Page with Bleed** 8.625" x 11.125"

*allow 1/8" on all sides for bleed*

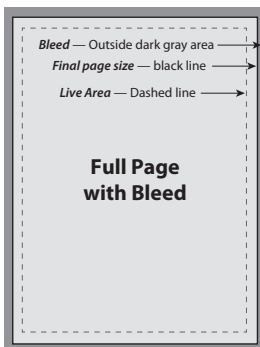
**Live Area** 7.375" x 9.875"

**Full Page (no bleed)** 7.375" x 9.875"

**1/2 Page - Horizontal** 7.375" x 4.825"

**1/4 Page - Vertical** 3.575" x 4.825"

**1/8 Page - Horizontal** 3.575" x 2.375"



### Glossary of Terms

Bleed is a printing term that refers to printing that goes beyond the edge of the sheet after trimming. It is very difficult to print exactly to the edge of a sheet of paper, to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper down to the required finished size.

Images, background images and fills which are intended to extend to the edge of the page must be extended beyond the trim line to give a bleed.

The final size of a printed page after excess edges have been cut off is the trim size.

The live area is a safe zone for important text or images. This is an area of your printed piece that is safe from cropping. Keep text and important graphics inside the live area.

## PAYMENT/CONTACT INFORMATION



1509 Caria Court • Boulder City, NV 89005

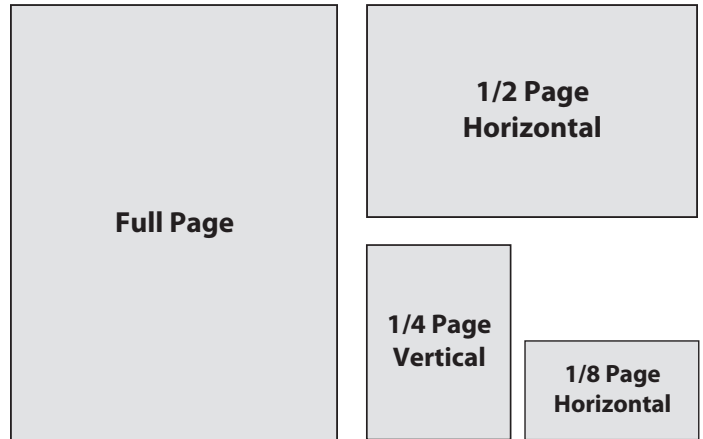
**Work (702) 378-7250**

**Cell (307) 631-5659**

Fax (702) 478-6634

**www.phantasmgraphics.com**

## SIZES OF ADVERTISEMENTS



## TECHNICAL GUIDELINES

- Save all art as high resolution (300 dpi) and four-color process CMYK. Spot colors should be converted to process.
- Outline ALL fonts or package the fonts along with your artwork.
- Document size must be the same as ad size. Full-page ad must have bleed and adhere to live area. Please do not include crop marks, color bars or extra space.
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

## ACCEPTED FILE FORMATS

Adobe Acrobat	.pdf/x-1a
Adobe Illustrator CS5	.eps
Adobe Photoshop	.tif or .jpg / 300 dpi

## SUPPLYING ELECTRONIC MATERIALS

- You can submit your ads or artwork for your ads that need created via email or Dropbox.

**For questions contact Janelle Shields**

**(702) 378-7250**

**Email: phantasmgraphics@aol.com**

If you are not able to provide your advertisement "print ready", ad design production is available. Phantasm Graphics will design the advertisement for you at no additional cost. You will need to provide any artwork (ie: photos/logos/etc.) you want to included in your design as well as a layout of the information you want in the ad.