



**SOUTHERN BERKSHIRE
CHAMBER OF COMMERCE**

ENJOY! THE SOUTHERN BERKSHIRES 2017-18 Annual Visitor's Guide/Map/Membership Directory

Advertiser/Contact _____

Business Address _____

Phone _____ Email _____

Size of Ad _____ Ad Cost _____ Full-color B&W

Invoice Me

Credit Card # _____ VISA M/C

Expiration Date _____ Code _____

Signature _____

TERMS AND SPECIFICATIONS

Acceptable file formats:

We can only accept camera-ready digital ad materials: press-optimized PDF files, saved at 300 dpi with all colors converted to CMYK and all fonts embedded. We also accept high-quality jpg files. Black and white line art must be at least 800 dpi. All artwork must be at 100% size. Photos and logos downloaded from websites are not acceptable, as the resolution is not high enough for print. Ads may bleed (except business card size), with .125" bleed allowance. Trim size is 8.5" x 11". For ads with bleed, make sure text & images are within safe zone of 8" W x 10.5"H.

Directory Ad Rates:

Full Page:	7.5" W x 10"H	\$1,000
Half Page:	7.5" W x 4.875" H	\$600
Quarter Page:	3.625" W x 4.875" H	\$425
Eighth Page:	3.625" W x 2.375" H	\$300
1" Strip:	3.625" W x 1" H	\$125

(1" Strip Ad Limited to Logo, Name and Website)

Special Pull-Out Map Ad:

2.625" w x 1.5" H \$300

This box is actual ad size

No additional charge for color or full bleed.

Upon request, Weathervane Enterprises can create a custom ad for any advertiser for an additional \$40 fee.

For more information, contact Maxine Carter-Lome, Maxineconsults@aol.com, 413-329-6554.

Ad Deadlines:

Space reservation deadline Friday, March 31, 2017

Artwork due: Friday, April 7, 2017

Signed contract is required by March 31, 2017 to confirm your ad space.

Payment and artwork is required by April 7, 2017 for ad to be included.

Southern Berkshire Chamber of Commerce

P.O. Box 810, Great Barrington, MA 01230 / Fax: 413-528-2200 / Email: office.sberkchamber@gmail.com

Full Page: 7.5" W x 10"H \$1,000

Quarter Page: 3.625" W x 4.875" H \$425

Eighth Page: 3.625" W x 2.375" H \$300

1" Strip: 3.625" W x 1" H \$125
(1" Strip Ad Limited to Logo, Name and Website)

Half Page: 7.5" W x 4.875" H \$600