



# SOUTHERN BERKSHIRE CHAMBER OF COMMERCE

## ENJOY! THE SOUTHERN BERKSHIRES 2023-24 Annual Visitor's Guide/Map/Membership Directory

Advertiser/Contact \_\_\_\_\_

Business Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Size of Ad \_\_\_\_\_ Ad Cost \_\_\_\_\_

☐ Pick up 2022 Ad    ☐ Modify 2022 Ad    ☐ Emailing New Ad    ☐ Create New Ad for Me (\$40 fee applies)

☐ 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.

### Directory Ad Sizes and 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)

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, weathervanepublishing@gmail.com, (508) 347-1960 x 402.



**Special Insert Map  
Ad Sizes and Rates:**

**Standard Map Ad:** 4.125" W x 2.125" H    \$300

**Inside Flap Map Ad:** 3.125" W x 2" H    \$300\*

*\*Limited availability, smaller ad size but premium placement*

*This box is Standard Map Ad size*

### Ad Deadlines:

**Space reservation deadline Friday, April 7, 2023**

**Artwork due: Wednesday, April 12, 2023**

Signed contract is required by April 7, 2023 to confirm your ad space.

Payment and artwork is required by April 12, 2023 for ad to be included.

**Please email artwork to: weathervanepublishing@gmail.com**

**Southern Berkshire Chamber of Commerce**

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