

# hamilton

chamber of commerce  
your voice in business

# 2014

## MEMBERSHIP DIRECTORY

- Visibly keep your existing clients informed
- Maintain / increase your market share
- Prospect new opportunities and build awareness
- Enhance your brand name
- Be a competitive leader and attract new customers



Book before  
April 30<sup>th</sup> for

# 5% OFF

**Maximize your company's  
coverage in this once-a-year  
marketing opportunity.**

- **EXPANDED AUDIENCE** – the annual hard copy version of the directory will be downloaded on to the Hamilton Chamber of Commerce website in a digital version. This valuable marketing platform will enhance your membership investment by reaching a new virtual and vast audience. Each colourful page of display advertisements and membership listings will “flip with a click” to engage an untapped audience for members.
- **MEMBERS COMPANY NAME AND WEBSITE ADDRESS WILL BE BOLDLY DISPLAYED** – and will hyperlink to business websites in the digital version.
- **NO ADDITIONAL CHARGES FOR COLOUR ADS** – although black and white ads are still available, if preferred.

# ADVERTISING SIZES, RATES, DATES & TECHNICAL SPECIFICATIONS

SIZE	RATE	DIMENSIONS (Width x Length)
Outside Back Cover	\$3,295	8.5" x 11" (trim size)
Inside Cover	\$3,095	8.5" x 11" (trim size)
Tab Page Divider	\$2,600	8.5" x 11" (trim size)
Full Page (non-bleed)*	\$2,195	7.5" x 9.75"
Half Page (vertical)*	\$1,250	3.625" x 9.25"
Half Page (horizontal)*	\$1,250	7.5" x 4.5"
Quarter Page (vertical)*	\$790	3.625" x 4.5"
Quarter Page (horizontal)*	\$790	7.5" x 2.125"
Eighth Page (Horizontal) <i>(supplied Business Card with photo)</i>	\$425	3.625" x 2.125"
Strip Ad	\$525 <i>(each additional ad \$325)</i>	7.5" x 1.75"
Super Listing	\$345	
Logo	\$175	
Extra/Red Listing	\$125	



## AD CLOSING:

October 4, 2013

## MATERIALS DUE:

October 18, 2013

## DELIVERY:

*(week of)*

December 2, 2013

### DESIGN FEES

Changes to existing ads will be subject to a fee.

### New Ad Design Fees: *(includes 3 proofs)*

Full Page \$95; Half Page \$70;  
Quarter Page \$55; Strip Ad \$45;  
Eighth Page; \$45

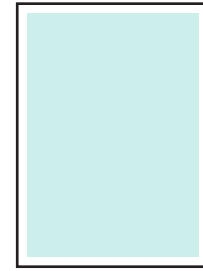
### TECHNICAL SPECIFICATIONS

Trim Size: 8.5" x 11"  
Bleed: .125" on all sides  
Safety: .375" inside trim edge  
Colour Mode: CMYK only  
Image Resolution: 300 dpi (images used at lower resolutions may result in decreased image quality.)

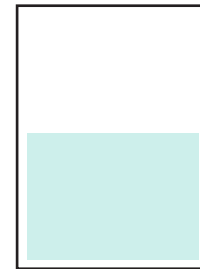
### ACCEPTED FILE TYPES:

PDF and TIFF files only.  
All fonts should be embedded.

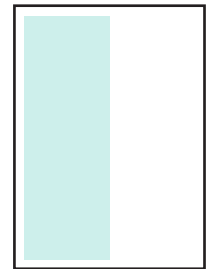
**\*NOTE:** We do NOT accept JPEG files or native design files.



Full Page  
Non-bleed  
7.5" x 9.75"



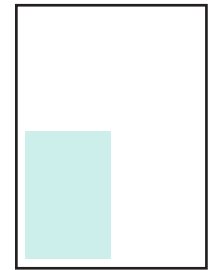
Half Page  
Horizontal  
7.5" x 4.5"



Half Page  
Vertical  
3.625" x 9.25"



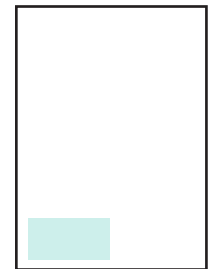
Quarter Page  
Horizontal  
7.5" x 2.125"



Quarter Page  
Vertical  
3.625" x 4.5"



Strip Ad  
7.5" x 1.75"



Eighth Page  
3.625" x 2.125"

*For more information contact:*

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