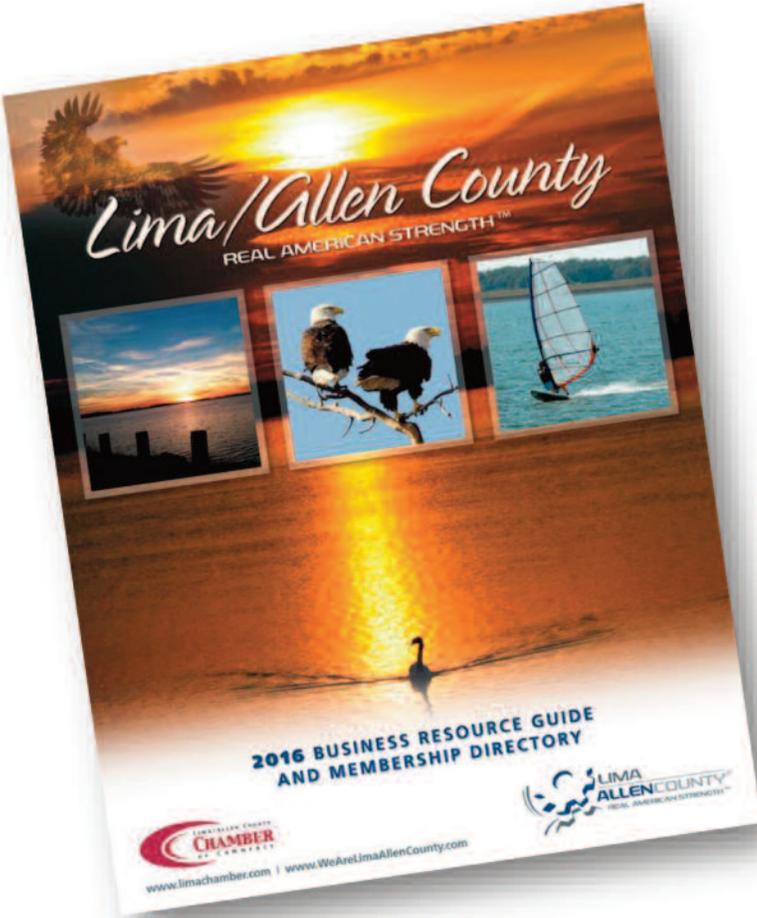




# Showcase Your Business!

Lima / Allen County Chamber of Commerce  
2017 Business Resource Guide & Membership Directory

IN PRINT | ONLINE INTERACTIVE eBook | WEB TURN PAGE VIEWING | INTERACTIVE DISPLAY



Tell your story to thousands of business owners, residents and visitors. The **Lima/Allen County Chamber of Commerce** annual Business Resource Guide & Membership Directory is the best way to reach that market for a full year.

We're reaching out to businesses that are promoting: History, Transportation, Real Estate, Education, Healthcare, Shopping & Dining, Tourism & Recreation, Business Resources, Manufacturing and Economic Development.

This comprehensive membership guide directs business members directly to your door. To extend your marketing reach, one copy will be mailed directly to every member of the chamber.

The online and mobile editions will be accessible from the Chamber's website home page at [www.limachamber.com](http://www.limachamber.com) so that we can share your story with a global audience 24/7. We hope you will be part of this valuable publication.

Sincerely,

Jed Metzger  
President/CEO



The Chambers most sought after and complete publication...

**The Only Thing MISSING is YOU!**

**DON'T BE LEFT BEHIND ~ PLEASE CONTACT GAYLE TODAY**

COMPLETE BELOW AND FAX TO THE CHAMBER | CALL OR EMAIL GAYLE TODAY!  
CHAMBER: 419-222-6045 | CHAMBER FAX: 419-229-0266 | GAYLE'S CELL NUMBER: 610-999-4788  
GAYLE'S EMAIL: [broadcast49@comcast.net](mailto:broadcast49@comcast.net)

Business Name \_\_\_\_\_ Contact \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

# The 2017 Lima/Allen County Chamber of Commerce Business Resource Guide & Membership Directory

## To Place An Ad

Contact:

**Gayle Bohman**

Cell: (610) 999-4788

Chamber: (419) 222-6045

Fax: (419) 229-0266

[broadcast49@comcast.net](mailto:broadcast49@comcast.net)



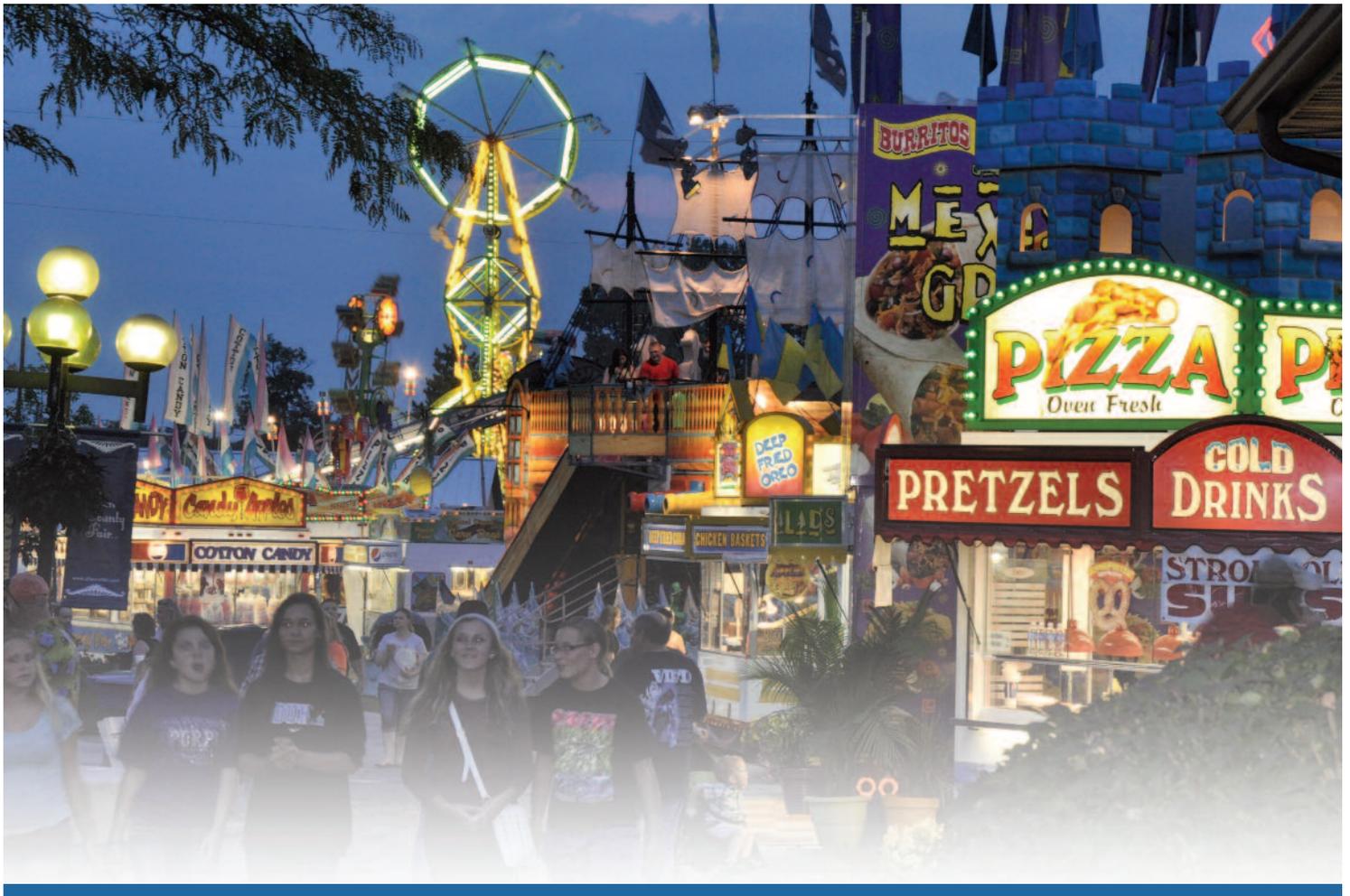
Your Custom Publishing Partner  
A Daily Herald Media Group Company

## Advertising Rates

Full Page	\$3,295
Half Page	\$1,995
Banner 1/4	\$940
Quarter Page	\$940
Eighth Page	\$625

### **Premium positions**

Back Page	\$4,995
Inside Front	\$4,395
Inside Back	\$4,395
Center Spread	\$6,595
Page 3-5	\$3,995



# Ad Specifications

## Camera ready ad specs

You may provide your ad on:

- A Mac formatted CD or DVD
- Web based at: <http://graphics.dailyherald.com>

Using one of the following software programs:

- Macintosh – QuarkXpress Version 7
- Adobe Illustrator ■ Adobe Photoshop
- Adobe InDesign ■ Adobe Acrobat

We DO NOT accept files done in:

- Pagemaker ■ Publisher ■ Powerpoint
- Microsoft Word ■ Microsoft Excel

- A printed sample copy must be included with the disk.

## Fonts

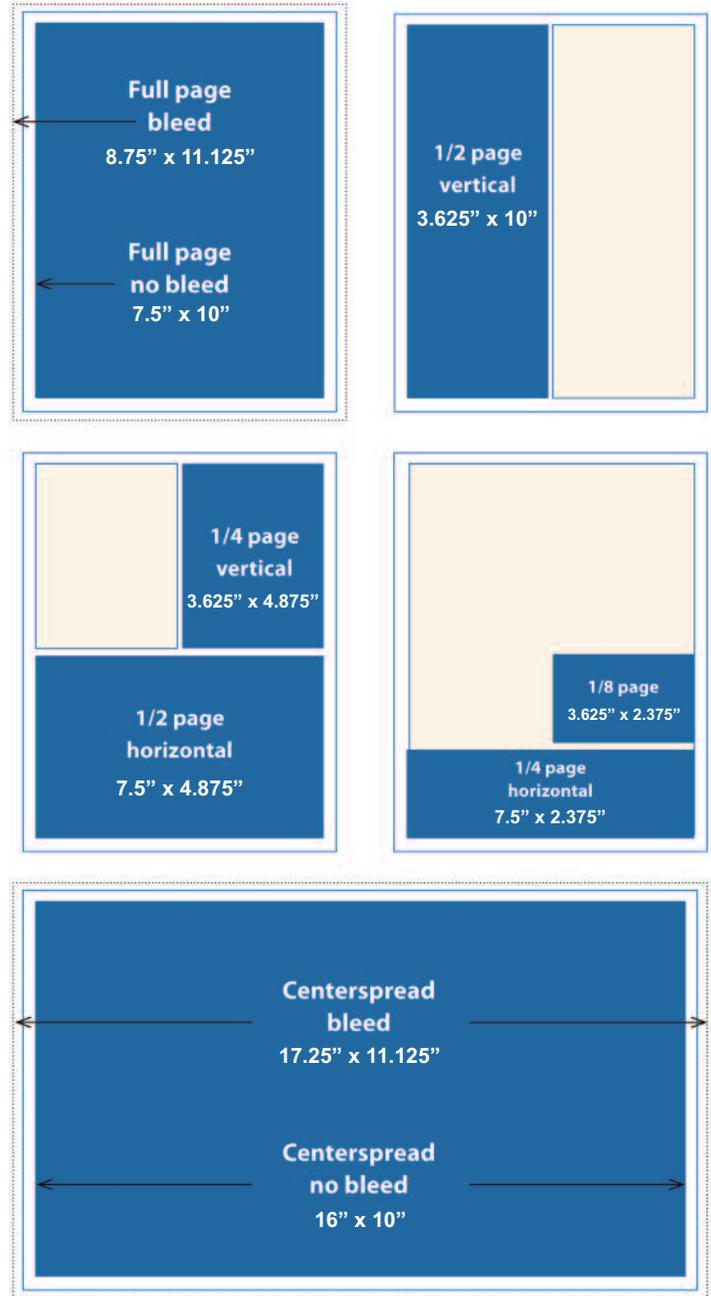
Fonts must be included on the disk as:

- Postscript Level 1 or 2.
- Some programs allow fonts to be rendered as art or paths and should be done so if using true-type fonts.

## Art & files

- Colors must be converted to CMYK.
- No rich black text.
- Rich black fills 100% black/40% cyan
- Any art used in the ad must be included on the disk as a TIFF or EPS file.
- PDF files (high resolution) can be submitted, but please keep in mind that we cannot change these files if needed.
- When generating PDFs, the Compression setting should have no boxes selected and in the Advanced section, select Distill with prologue.ps/epilogue.ps. Also select Device Independent (More Accurate) for Color Conversion.
- Files must be submitted with a resolution of 300 dpi for color and grayscale images.
- A resolution of 1200 dpi must be used for lineart images.
- Art obtained from a website is usually 72 dpi and should not be submitted unless it is a least 300 dpi and of good quality.
- Taking a 2 x 2 inch image of 72 dpi and then increasing the image to 300 dpi is not acceptable.
- Digital cameras usually offer low resolution files that appear grainy and should not be submitted.
- Art should be the size needed for the ad or larger. When small files are enlarged they degrade in quality and should not be submitted.

## Advertising options



# Town Square Publications R.O.I. Program

## Chapter Ads\*

Online ad spaces on any editorial chapter of a community website, positioned on the right of the web page above all Internet banner ads and is linked to your business website.  
*Dimensions: 207 x 278 pixels, or 2.875" x 3.861"*

**Premium positions qualify, full and half page advertisers at full rate receive FREE of charge!**



Chapter Ad

## Banner Ads\*

Online ad spaces on any editorial chapter of a community website. Banner ads consist of just the business logo and is linked directly to the business website.  
*Dimensions: 211 x 40 pixels, or 2.931" x .556"*

**Premium positions qualify, full, half page and quarter page advertisers at full rate receive FREE of charge!**  
**1/8 page or enhanced listing advertisers can purchase for additional \$200**



Banner Ad

## Web Videomercials™\*

Business is featured on community website, on any editorial chapter in a 30-second rotating video commercial.  
*Positioned as sold in rotation.*

*Customer Provides the YouTube Video Link*

**A Videomercial (YouTube link provided by the advertiser), may be substituted for their chapter ad placement.**



Web Videomercial

**Provides Immediate Promotion Opportunities For Your Business With Our All Digital Program**