



Howell Area
Chamber
of Commerce



2020 Community Guide & Membership Directory

GENERAL ADVERTISING RATES

Preferred Position - includes Web Ad

(Four Color Only)

Inside Front Cover	\$2650
Inside Back Cover	\$2250
Back Cover	\$2850

Four Color - Editorial Black & White - Category

	1 yr		1 yr
Full Page	\$1890	Full Page	\$1399
1/2 Page	\$1175	1/2 Page	\$825
One Column Vertical	\$895	1/4 Page	\$599
1/4 Page	\$895	1/8 Page	\$435
1/6 Page	\$575		

See attached Ad Sizing Requirement sheet

Guaranteed Position: 15% of ad rate. Advertising rates do not include artwork and/or production services.* The price reflects the rate per issue.

ARTWORK/DESIGN RATES

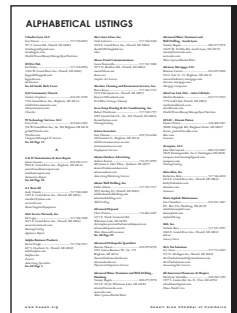
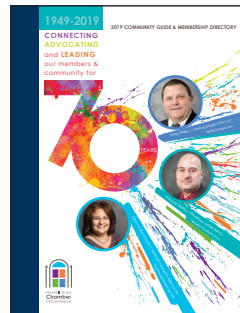
Minor changes to last year's ad \$40

New Ads:	B & W	Color
Full Page	\$106	\$212
2/3 Page	\$101	\$201
1/2 Page	\$85	\$170
1/3 Page	\$69	\$138
1/6 Page	\$53	\$106

Accent Color \$105 Additional Categories \$79

PLEASE CHECK ONE:

- New Ad - I'd like FIP to design
- New Ad - I will provide
- Same ad
- Same ad w/changes



SPECIAL OFFER Add-on Web Ad \$55 / 1yr

Payment is due with order. Deadline: Ad Reservation November 29, 2019.

For credit card payment, please complete enclosed form & return with this agreement

Advertiser/Business Name _____

Address _____

City, State, Zip _____

Advertiser Contact Name _____

Telephone _____

E-Mail Address _____

PLEASE CHECK ONE: New Ad - I'd like FIP to design
 New Ad - I will provide Same ad Same ad w/changes

Section: Editorial Category **Color:** Four Color B&W *Accent Color
*(accent color chosen based on design of directory)

Ad Size: _____ Horizontal Vertical Square Full-page – non-bleed Full Page – Bleed

Web Ad Additional Category(ies) _____

Please direct questions to:

Don Cortez
First Impression Print & Marketing
 907 Fowler Street, Howell, MI 48843
 Phone: 517.546.9798
 don@fipprint.com

Date _____

X _____

Individual Who Personally Guarantees This Obligation

Cardholder Signature

See other side for additional details.

Issue Date: 2020 **Ad Materials Due: Nov. 29 Camera-Ready Ad Due: Nov. 29**

Ad Rate: _____ Artwork/Design Rate: _____ Web Ad: _____

Primary Category: _____ Additional Category(ies): _____

Guaranteed Position: _____ **Contract Total:** _____

Paid Credit Card Paid Check # _____

Rates Effective Oct. 2019

1. The forwarding of an order is deemed to be an acceptance by advertiser and/or advertising agency of all the rates and conditions under which advertising is sold at the time of agreement.
2. The Howell Area Chamber of Commerce and First Impression Print and Marketing, heretofore known as publisher, has final approval on all advertising.
3. Claims for errors in advertising must be submitted in writing within seven (7) days of publication for first insertions only.
4. Publisher's liability for errors in, or omissions of, advertisements is limited to the amount of payment actually received for such advertisements.
5. The advertiser and/or advertising agency will be responsible for full insertion rate in the event materials are not received by Ad Materials Due Date.
6. The advertiser and/or advertising agency hereby assumes all responsibility and liability, and hereby indemnifies and agrees to defend publisher for any and all claims, damages and losses arising from or in connection with the printed ad.
7. Advertiser and advertising agency are jointly and severally liable for payment of all insertions.
8. Positioning of advertising is at the discretion of the publisher, except where a request for a specific preferred position is agreed to in writing in advance by the advertiser.
9. Orders containing incorrect rates will be inserted and charged to correct rate.
10. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God; an action by any governmental or quasi-governmental entity; a fire, a flood; an insurrection; a riot; an explosion; an embargo; a strike, whether legal or illegal; a labor or material shortage, transportation; interruption of any kind; work slowdown; or any condition beyond the control of the publisher affecting production or delivery in any manner.
11. An order holds a rate for the space and issues it specifies.
12. All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be representation by the advertiser and/or advertising agency they have obtained the written consent of the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein. It is understood that the advertiser and/or advertising agency shall indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. All copy, text and illustrations are subject to the publisher's approval before execution of the order; and the publisher shall have the right in its sole discretion to reject or exclude copy which is unethical, misleading, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission; whether or not the same has already been accepted and/or published. In case of such cancellation or rejection by the publisher, the advertising already run shall be paid for or billed at the rate provided for in the order.
13. When change of copy is not received by the Ad Materials Due Date, copy run in previous issues will be inserted.
14. The word "advertisement" will be placed with copy which, in the publisher's sole discretion, might be confused with editorial matter. In addition, publisher reserves the right to insert word "advertisement" above or below any copy.
15. All advertisements ordered, set and not used will incur charges for composition.
16. The publisher reserves the right to make an additional charge for advertisements containing difficult composition.
17. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
18. The publisher assumes no liability for errors in index to advertisers.
19. Advertiser/Advertising agency hereby agrees to pay all invoices in US dollars, net ten (10) days from invoice date unless otherwise indicated on agreement. All fees must be paid before publication.
20. Publisher retains a security interest in advertising materials used in publication until such time as advertiser and/or advertising agency remits payment for all advertising and composition fees.
21. \$35.00 will be charged for each occasion that any check is dishonored by bank. Returned checks must be replaced with certified/cashiers/wire transferred funds within 48 hours of notification. Publisher reserves the right to withhold advertising pending receipt of replacement funds.
22. This agreement represents the whole agreement between publisher and advertiser and/or advertising agency. No conditions, printed or otherwise, appearing on the contract order or copy instruction, which conflict with the publisher's policies, will be binding on the publisher.
23. All advertisers will be presumed to have read and understood this rate and agreed to its conditions without any further contracts.
24. Ads not submitted by deadline date will have an existing ad inserted.

ADVERTISING AGREEMENT

The below named agrees to advertise in The Howell Area Chamber of Commerce Community Guide & Membership Directory. I, the below signed, am a duly authorized representative of the advertiser and personally guarantee this agreement to its terms. It is agreed that the chamber may not raise the advertising rates and the advertiser may not cancel this agreement during the contract period. If advertiser cancels this agreement after the first year of the contract period and the contract runs for two years, the advertiser will be billed 50% of the second year ad cost, due at the time of cancellation. Cancellations by the advertiser must be received in writing. See other side for additional details.



Howell Area
Chamber
of Commerce



2020 COMMUNITY GUIDE & MEMBERSHIP DIRECTORY AD REQUIREMENTS

Please follow the specifications outlined below when sending ad files for insertion into the Howell Area Chamber of Commerce 2020 Community Guide and Membership Directory.

All ads are preferred to be provided in electronic format only. You are encouraged to supply **Press Optimized PDFs with all layers flattened.**

SUPPORTED FILE FORMATS ARE AS FOLLOWS FOR MAC OR PC:

- **InDesign** – include all supporting fonts and graphics.
- **Adobe Illustrator** – fonts converted to outlines and graphics embedded, document color model as CMYK or grayscale, **do not use RGB for printing.**
- **Adobe Photoshop** – 300 dpi - 1 color ads or CMYK image modes for full color ad. Lineart should be 600 dpi and saved as a bitmap tiff. Accepted file formats are EPS or JPG format. **No RGB, no pict or gif. (Caution: any art prepared for or taken from a website has a resolution which is too low for quality printing. Website art is only 72 dpi.)**
- **Adobe Acrobat** – PDFs distilled using Job Setting: Press or High Quality, fonts must be embedded. **You can also go to our website at <http://www.fipprint.com/resources/downloads.html> and use the **Adobe PDF Job Ready feature that will convert your document to a high quality PDF ready for printing.****

2020 AD SIZES

Premium Full Page Ad Sizes

- Inside Front Cover 8½" x 11"
- Inside Back Cover 8½" x 11"
- Outside Back Cover 8½" x 11"

(NOTE: these ads will need at least a ½" safe zone and no text or logos should be in this area. Photos and color can bleed off, but keep in mind your photo may run into spine.)

Full Page Ad Sizes within book

- Standard Full Page 8½" x 11"

(NOTE: these ads will need at least a ½" safe zone and no text or logos should be in this area. Photos and color can bleed off, but keep in mind your photo may run into spine.)

All other sizes

- 1/2 Page Horizontal 7.25" x 4.75"
- 1/2 Page Vertical 3.50" x 9.75"
- 1/3 Page Column Vertical 2.25" x 9.75"
(Four color ads only)
- 1/4 Page Vertical 3.50" x 4.75"
- 1/6 Page Horizontal 4.75" x 2.25"
(Four color ads only)
- 1/8 Page Horizontal 3.50" x 2.25"
(Black & White ads only)

(NOTE: these ads do NOT require bleeds, crops or borders)

To send a file go to <https://fipprint.presencehost.net/servicecenter/order.html>, then fill out the form and attach your file for upload.

Direct layout and specification questions to
Nila Beverley (nilab@fipprint.com) at
First Impression Print & Marketing • 517-546-9798
First Impression Print & Marketing, Howell, MI 48843
upload your files as mentioned above.