

Production Specifications

Advertising Sizes

Main Booklet

Full Page/Bleed – 8.625" x 11.125" (.125" added on all sides and keep all live material .5" from page edge)

Full Page/No-bleed – 7.625" x 10.125"

3/4 Page Back Cover – 7.625" x 8.75"

1/2 Page Horizontal – 7.625" x 5"

1/2 Page Vertical – 3.75" x 10.125"

1/4 Page Vertical – 3.75" x 5"

1/8 Page Horizontal – 3.75" x 2.4"

Pull-out Business Directory

Banner Ad Horizontal – 4.25" x 1"

Submission of Electronic Ads: Please submit your ad as a press quality PDF created in CMYK and containing high resolution (300 dpi) images. High resolution TIFF and EPS files acceptable. Ads containing spot colors or RGB images will not be accepted. No web-based art (72 dpi). All files should be CMYK. All fonts must be embedded or converted to paths. If your ad does not meet our specifications, you will be asked to correct and resubmit it, or our designer can recreate your ad for you at a discounted price of \$60 per hour.

Photography: Resolution must be at least 300 dpi and CMYK (no RGB/spot colors). Save all images as EPS or TIFF. Images downloaded from the internet are not acceptable.

Logos: Submit original logo in digital format. Anything submitted at a lesser quality will need to be recreated; business cards are not acceptable. Resolution must be 300dpi and CMYK (no RGB/Pantone). All fonts must be outlined.

Take Note: Reproduction of hairline rules or type smaller than 7pt. can not be guaranteed. Publisher accepts no responsibility for errors on materials supplied by advertiser.

Submit Ad Print File at: <https://duvallchamberofcommerce.com/artwork>
Deadline December 13, 2019

Ad Design Assistance: Advertisers are required to submit digital ad artwork per our ad specifications. Ads not meeting size specifications above will not be accepted. Ad design assistance is available through several Duvall Chamber of Commerce Members.

Ad Design and Content Tips

Here are some suggestions for creating a successful ad:

- Include a clear call-to-action
- If possible, include a coupon, discount or special offer
- Include an image – preferably a photo
- Keep your message simple
- Share what makes your business unique
- Include the basics: Phone, Email, Website, Address



2020 Duvall & Snoqualmie Valley Business Directory and Visitor Guide Advertising Media Kit

The Duvall Chamber of Commerce is pleased to offer this year's *Business Directory and Visitor Guide for Duvall and the Snoqualmie Valley*. This full color publication will also feature a business listing booklet. Previous Guides have been very successful so don't miss your chance to be included in this year's issue!

The Visitor Guide is an attractive, magazine-quality publication providing information about local businesses, dining, shopping, relocating, recreation, natural scenic beauty, culture, and history that defines the amazing, authentic experience available to everyone in the Snoqualmie Valley.



With a year-long shelf life, approximately 13,000 copies of this annual publication will be printed with distribution beginning just after the start of the new year.

The Business Directory and Visitor Guide will be mailed to Duvall, Carnation, and parts of Woodinville and Redmond. It will also be distributed through a variety of other channels, including visitor centers, business locations and special events. In addition, the Business Directory and Visitor Guide will be available for download on the Duvall Chamber of Commerce website (The e-version will be updated quarterly) and will be promoted through social media outlets.

All local businesses are encouraged to submit their information for inclusion in the Business Directory and Visitor Guide. Duvall Chamber members receive a free listing as part of their membership. You can add entries in additional categories for a \$30.00 charge. Non-members can place entries for \$200 or join the Duvall Chamber and get it for free!!!

Advertising purchase and business listing submittal deadline: November 22, 2019
To place your order for ad space, visit:
<https://duvallchamberofcommerce.com/directory>

Final ad artwork submittal deadline: December 13, 2019
To submit your final ad print file, visit:
<https://duvallchamberofcommerce.com/artwork>

Advertising Rates & Specifications

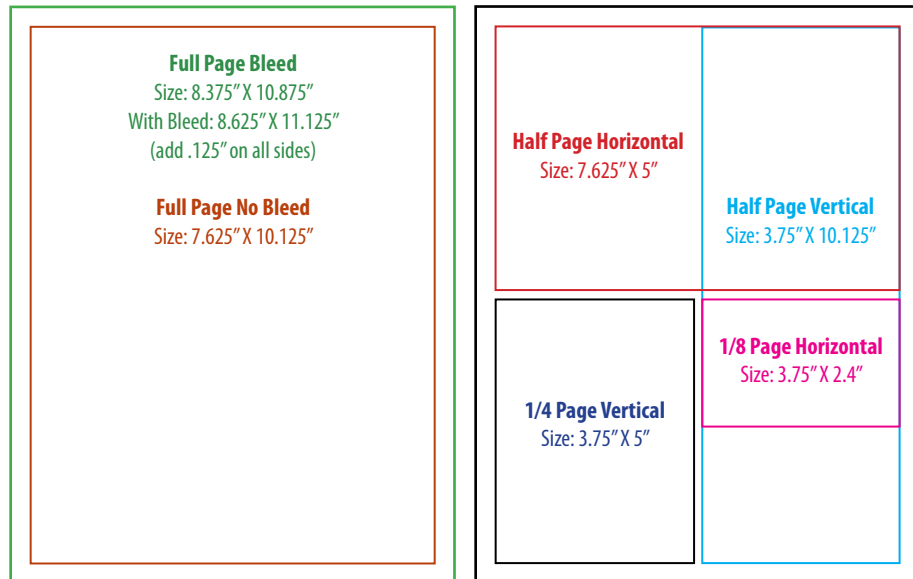
The **2020 Business Directory and Visitor Guide** will be everything you would expect and more! Large format with full color throughout on white gloss paper for sharper images, crisp text and high quality ads. Advertise your business or service to get noticed and increase business!

Advertising Rates

Spaces Available	Main Publication
1 (one)	___ Premium Back Cover 3/4 Page (<i>indicia/mailling info also on back</i>) — \$3,050.00
1 (one)	___ Premium Inside Front Cover Full Page — \$2,550.00
1 (one)	___ Premium Inside Back Cover Full Page — \$2,550.00
2 (two)	___ Premium Center Spread Full Page — \$1,600.00 each
3 (three)	___ Full Page — \$1,100.00 each
10 (ten)	___ Half Page Horizontal — \$575.00 each
5 (five)	___ Half Page Vertical — \$575.00 each
14 (fourteen)	___ 1/4 Page — \$350.00 each
14 (fourteen)	___ 1/8 Page — \$225.00 each
	Business Listing Pull-out Booklet
Unlimited	___ Full Color Banner Ad — \$100.00
Unlimited	___ Highlighted Listing — \$50.00
1 (one) per business	___ Second Category Listing — \$30.00
Unlimited	___ Non-Member Listing — \$200.00

Main Publication Ad Size Specifications

Publication Dimensions: 8.375" wide X 10.875" tall. Ad sizes available are shown below. Ads submitted **MUST** match the dimensions specified or artwork will be returned for revisions.



Advertising Rates & Specifications

Business Listing Pull-out Booklet

Dimensions: 5" wide X 10.875" tall. Full color throughout on white gloss paper.

All businesses listed in the pull-out section (Business Directory) are allowed up to 3 lines of text.

Business Name: 10pt Bold, Body Text: 9pt

Short Description: approximately 40 words

Owner/Contact Person, Phone, Email

One Location Address (can be a PO) and Website

Text Listing Example *Shown at actual size*

Cascade Valley Designs

Websites, email marketing, web hosting and technology solutions for small businesses.

Ann Marie Gill

(425) 221-3442 amgill@cascadevalleydesigns.com

PO Box 1362, Duvall, WA 98019 cascadevalleydesigns.com

Business Listing Pull-out Booklet Advertising Options

Full Color Banner Ads: 4.25" X 1" or Highlighted Listing: Color Box with Reversed Text

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Full Color Banner Ad

\$100.00

Size: 4.25" X 1"

Highlight Listing

\$50.00

Color varies each year!

