

2021 Duvall Chamber and Snoqualmie Valley Business Directory & 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 surrounding Valley. This full color publication will also feature our Business Directory at the back of the booklet this year. 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, 12,000+ copies of this annual publication will be printed to distribute in the first quarter of the new year.

The Business Directory and Visitor Guide will be mailed to homes and businesses in Duvall, Carnation, and parts of Woodinville and Redmond. We include one in every Duvall Chamber Welcome Bag dropped off at homes throughout the year. 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!!!

NEW Marketing Opportunity this Year! Sponsorship Benefit Package See inside pages for more details

Advertising purchase and business listing submittal deadline: November 30, 2020 To place your order for ad space, visit: https://duvallchamberofcommerce.com/2021directory Final ad artwork submittal deadline: December 16, 2020 To submit your final ad print file, visit: https://duvallchamberofcommerce.com/artwork

Advertising Rates & Specifications

The 2021 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	Visitor Guide Main Publication
1 (one)	Sponsorship Benefit Package — \$2,000.00 (see details next page)
1 (one)	Premium Back Cover 3/4 Page (indicia/mailling info also on back) — \$2,850.00
1 (one)	Premium Inside Front Cover Full Page — \$2,385.00
1 (one)	Premium Inside Back Cover Full Page — \$2,385.00
2 (two)	Premium Center Spread Full Page — \$1,495.00 each
4 (four)	Full Page — \$1,030.00 each
13 (thirteen)	Half Page Horizontal — \$540.00 each
6 (six)	Half Page Vertical — \$540.00 each
14 (fourteen)	1/4 Page — \$330.00 each
14 (fourteen)	1/8 Page — \$210.00 each
Business Listing Pages	
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

Visitor Guide Ad Size Specifications

Publication Dimensions: 8.375" wide X 10.875" tall. Ad sizes available are shown below (not to scale). Ads submitted MUST match the dimensions specified or artwork will be returned for revisions.

Full Page Bleed  
Size: 8.375" X 10.875"  
With Bleed: 8.625" X 11.125"  
(add .125" on all sides)

Full Page No Bleed  
Size: 7.625" X 10.125"

Half Page Horizontal  
Size: 7.625" X 5"

Half Page Vertical  
Size: 3.75" X 10.125"

1/8 Page Horizontal  
Size: 3.75" X 2.4"

1/4 Page Vertical  
Size: 3.75" X 5"

Production Specifications

Advertising Sizes Visitor Guide

- 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"

Business Directory

Banner Ad Horizontal — 3.75" X .875" (3 3/4" X 7/8")

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 16, 2020

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

Advertising Rates & Specifications

Sponsorship Benefit Package

- Logo and Name on front cover, "Sponsored in part by XXXXX"
- Facebook and Chamber Website recognition multiple times
- Option to write half page article about their industry, etc, with byline!
- Combine this with another ad choice and maximize your messaging

Business Listing Pages

Full color throughout on white gloss paper.

All businesses listed in the Business Directory Section are allowed up to 3 lines of text. Business Name: 10pt Bold, Body Text: 9p Short Description: approximately 40 words Owner/Contact Person, Phone, Email One Location Address (can be a PO) and Website

Business Listing Advertising Options

Full Color Banner Ads: 3.75" X .875" (3 3/4" X 7/8") or Highlighted Listing: Color Box with Reversed Text (color TBD)

Banner Ad (not to scale)  
Size: 3.75" X .875" (3 3/4" X 7/8")



This is an example of the business directory pages to represent banner ad size and highlighted listing only and has not been finalized

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