

PLACENTIA CHAMBER OF COMMERCE 2022 BUSINESS DIRECTORY

— ADVERTISING OPPORTUNITIES —



in partnership with



Greetings

PLACENTIA CHAMBER OF COMMERCE MEMBERS

We are happy to announce our new partnership with Lunar Cow Publishing, a firm specializing in destination marketing, for the production of our annual 2022 Business Directory. We are excited about the opportunities this new publication will offer you.

The Placentia Chamber of Commerce 2022 Business Directory is our premier promotional piece and the first resource that community and business members use to promote their business.

Participation in the 2022 Business Directory has great advantages. 1,000 printed copies of this publication will be distributed in the best locations to help drive traffic to our advertisers, and our digital GoGuide® will allow you to reach thousands more. Your advertisement in the digital GoGuide® will be linked to your website, giving readers one-click access to your business.

Please find the advertisement rates included, which detail your options for participation. If you have any questions or wish to participate as an advertiser in our publication, please contact Lunar Cow Publishing's advertising sales, at 800.594.9620 (ext. 1) to learn more about how you can take advantage of this great opportunity to promote your business. We are very excited about the new publication and look forward to your participation.

Sincerely,

Michele Severson
Executive Director
Placentia Chamber of Commerce



PLACENTIA CHAMBER OF COMMERCE 2022 BUSINESS DIRECTORY

**ARTWORK
DUE**

**WITHIN 15 DAYS AFTER
RECEIPT OF AGREEMENT**

PUBLISH

**1,000 COPIES OF THE 2022 BUSINESS
DIRECTORY ARE DISTRIBUTED IN
THE BEST LOCATIONS TO REACH NEW
CUSTOMERS**

SUPPORT

**QUESTIONS?
Contact Advertising Sales at:
800.594.9620 Ext. 1**

**EMAIL MATERIALS, ARTWORK AND
SIGNED AD AGREEMENT TO:**

adsales@lunarcow.com

Published by



800.594.9620 ext. 1
adsales@lunarcow.com
lunarcow.com

iMap DETAILS

Advertisers who purchase half-page or full-page ads in our printed publication will receive FREE ad placement on our iMap as well. Our interactive, mobile, digital map is customized to highlight the region while providing specific features that are of interest to our visitors.

FEATURES

Itinerary builder with planning features and sample itineraries

- Full Analytics Package
- Trip Planner
- Points Of Interest Pop-ups
- Social Media
- Directions

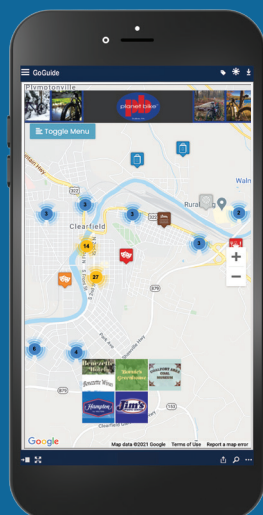
BENEFITS

Visitors use the iMap to find lodging and dining options, shopping areas, and recommendations for various activities to enhance their visit to our area. Thousands of people searching for information online could potentially access your business from the advertisement that you receive for FREE with your half-page or full-page participation in our printed publication.

- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours.
- A complete analytics reporting package is available through Google so that you can track the visitors clicking through your website.

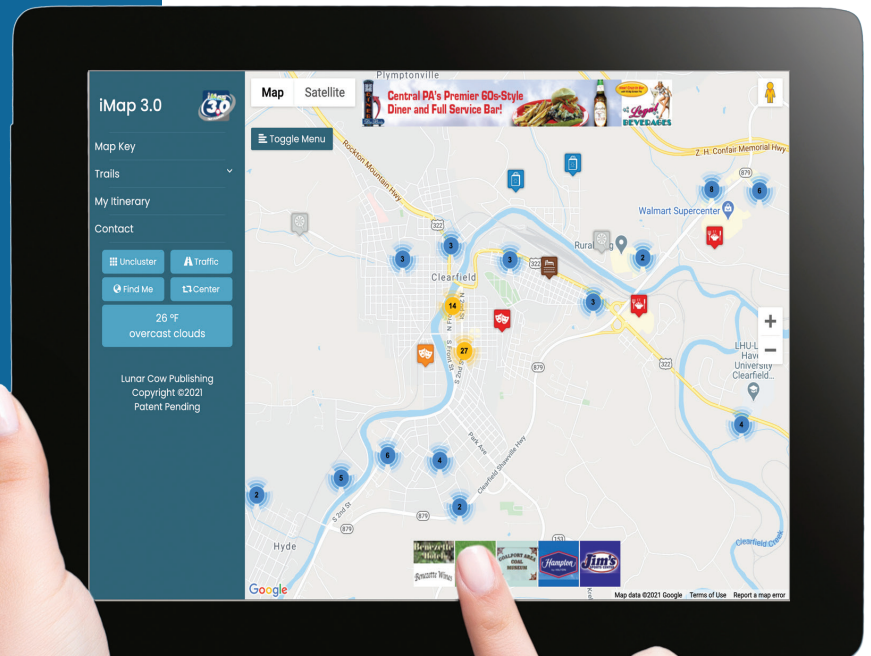
DISTRIBUTION

- Placed on our website, where it is in prime position to get in front of the thousands of visitors coming to the region each year!



FREE Featured Sponsorship ad with purchase of a full-page printed ad. (600 pixels x 80 pixels)

FREE Specialty Sponsorship ad with purchase of a half-page printed ad. (64 pixels x 64 pixels)



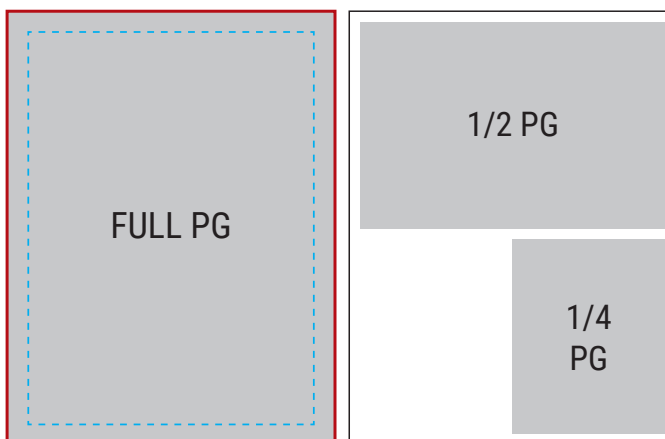
The iMap pictured is for example purposes only and does not reflect the actual location or advertisers in your region.

AD SPEC SHEET



FULL PAGE	WIDTH	HEIGHT
Ad Size	8.625"	11.125"
Live Area/Text Safe Zone	7.875"	10.375"

ADDITIONAL SIZES	WIDTH	HEIGHT
1/2 Page	7.875"	5.125"
1/4 Page	3.875"	5.125"



2-page spread specs are available upon request.

- LIVE AREA/TEXT SAFE ZONE** (Your text must live within a 0.375" margin from each edge of the ad to avoid getting trimmed off)
- AD SIZE** (This is the full size of the ad. The page's bleed is included in this dimension.)

DISK-READY ART & MECHANICAL REQUIREMENTS

- Macintosh format preferred
- Press Ready PDF files preferred, with all type converted to outlines with artwork embedded. PDF files must be high resolution (300 dpi), CMYK and built to the exact ad dimensions (no crop marks, info slugs or other extraneous non-ad material)
- Bleed available only on full-page ads
- On full-page ads, all type and other live matter, graphics, content, etc. not intended to bleed must be held within live area. Allow 0.25" trim on all bleed edges
- Additional acceptable formats include:
 - InDesign with EPS/TIFF support files
 - High resolution (300 dpi) Illustrator and Photoshop files
- No nested files, such as separations placed in Illustrator
- No spot colors, all colors must be CMYK
- File names **MUST** contain advertiser name or abbreviation
- Please use proper three-letter extension on all file names
- Microsoft Publisher or Word files are **NOT** accepted for professional print
- **DO NOT** provide images pulled from client's websites, Google images, etc.

AD AGREEMENT & ART SUBMISSIONS

EMAIL AD MATERIALS TO:
adsales@lunarcow.com

**DON'T HAVE AD ART
CREATED ALREADY?**

No problem! Lunar Cow will create the ad **FREE OF CHARGE**

TERMS & CONDITIONS

This insertion order represents confirmation of the agreement between agency/advertiser and Placentia Chamber of Commerce. Payment is due upon receipt of invoice. **ADS NOT PAID IN FULL WILL NOT BE INCLUDED IN THE PUBLICATION. ONLY PREMIUM AD POSITIONS ARE GUARANTEED.**

Due to print and publication deadlines, please be advised that all sales are final and no refunds will be issued. Further, due to publication and distribution of print materials containing information as to all Advertisers, no Advertiser may withdraw from participation. Advertiser agrees to participate for the duration of the publication without exception.

Lunar Cow Publishing and Placentia Chamber of Commerce reserve the right to refuse advertisements on the basis of content or quality of production, and assume no liability for statements or claims made in advertising copy. Lunar Cow Publishing and Placentia Chamber of Commerce also reserve the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

AD RATES



Company Name: _____

Address: _____

State: _____

Phone: _____

Website: _____

Contact Name: _____

City: _____

Zip: _____

Cell: _____

Email: _____

AD RATES

PREMIUM PAGES

☐ Back Cover ☐ \$1,500

☐ Inside Front Cover ☐ \$1,250

☐ Inside Facing Front (Page 3) ☐ \$1,250

☐ Inside Back Cover ☐ \$1,250

☐ Inside Facing Back ☐ \$1,250

INSIDE PAGES

☐ Full Page ☐ \$1,000

☐ 1/2 Page ☐ \$750

☐ 1/4 Page ☐ \$500

ONLY PREMIUM AD POSITIONS ARE GUARANTEED.

FILL OUT & RETURN TO:

Lunar Cow Publishing
344 W. Turkeyfoot Lake Rd., Suite B
Akron, OH 44319

Email to:
adsales@lunarcow.com

SEND PAYMENT & MAKE CHECKS PAYABLE TO:

Placentia Chamber of Commerce
117 North Main Street
Placentia, CA 92870

IMPORTANT: Signed ad agreement and all art materials MUST BE returned to adsales@lunarcow.com

☐ I will submit my completed ad within 15 days of the signed agreement.

LUNAR COW PUBLISHING PROVIDES THE FOLLOWING AD DESIGN SERVICES:

- ☐ **Ad Design/Redesign:** All new ad design, resizing of an existing ad or significant revisions to an existing ad. **Ad components (art/copy) are due within 15 days.**
- ☐ **Minor Ad Update:** Minor change to an existing ad that is available in an editable format. Minor revisions would include simple text changes to editable copy. Image changes are often not minor and will be treated on a case-by-case basis. Lunar Cow will make a determination if requested edit is possible based on provided art.

UP TO 3 REVISIONS ALLOWED.

PAYMENT TYPE

☐ CHECK

☐ CREDIT CARD (complete fields below)

☐ Mastercard ☐ Visa ☐ Discover ☐ AMEX

Name on Card: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

Billing Phone: _____

COST

Base Ad Rate + \$ _____

Fees (if applicable) + \$ _____

Total Due = \$ _____

Additional Instructions: _____

Authorized By: _____ Title: _____

Signature: _____ Date: _____ Sales Rep: _____