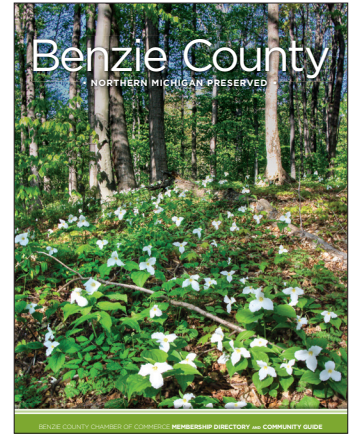


2011 WELCOME TO BENZIE COUNTY

Chamber of Commerce Membership Directory & Community Guide



AD RATES

Back Cover	\$2,552
Inside Covers	\$2,254
Full Page	\$2,106
2/3 Page	\$1,635
1/2 Page	\$1,203
1/3 Page	\$755
1/6 Page	\$453

• Above pricing includes ad design and use of full color in your advertisement if you choose.

- Repeat ad w/changes **Rate Card**
- Repeat ad w/o changes **5% discount**
- Increase size of past ad **10% discount**
- New Ads **Rate Card**
- New ads camera ready **5% discount**
- Cash (credit card) w/order **3% additional discount**

PRINTING REQUIREMENTS

Screen requirements are 150 lpi for all ads (133 lpi may be accepted).

Trim Size: 8 1/4" x 10 7/8" (49p6 x 65p9)

4-color advertisers should supply a set of color proofs clearly marked "Final—follow for color."

Electronic files preferred. Please refer to Digital Specifications.

Prism Publications cannot be held responsible for any errors caused by missing or incorrect files or information.

DIGITAL SPECIFICATIONS

File Checklist:

- High resolution PDF files are preferred.
- Artwork must be 300dpi.
- All colors must be set up in Cyan-Magenta-Yellow-Black (CMYK)* values.
- Change any pantone colors to CMYK.

- InDesign CS4 (or earlier) for Macintosh and EPS files will be accepted.
- Include copy of all linked graphics files. DO NOT rename graphics files after linking.
- Include a copy of both printer and screen fonts. Adobe fonts are preferred. TrueType fonts will not be accepted.

*NOTE: If file is not set at CMYK values, the ad will run in black and white.

Ads accepted in the following ways:

Email: theresa@traversemagazine.com
 FTP Site: email Theresa for address and instructions
 CD Rom or DVD

MECHANICALS

DEADLINES FOR AD SPACE EXTENDED TO FEBRUARY 8TH 2011

Ad Sizes	INCHES	(PICAS/points)	
1/6 Vertical	2 1/8 x 4 3/4	(13 x 28p6)	
1/6 Horizontal	4 1/2 x 2 1/8	(13 x 28p6)	
1/3 Square	4 1/2 x 4 3/4	(27p6 x 28p6)	
1/3 Vertical	2 1/8 x 9 3/4	(13 x 58p6)	
1/2 Horizontal	6 7/8 x 4 3/4	(41p6 x 28p6)	
2/3 Vertical	4 1/2 x 9 3/4	(27p6 x 58p6)	
Full Page Bleed	8 1/2 x 11 1/4	(51 x 67p6)	
Full Page Trim	8 1/4 x 10 7/8	(49p6 x 65p9)	

Send ad information & payment to:
Benzie County Chamber of Commerce

Attn: Mari • P.O. Box 204, Benzonia, MI 49616
 231.882.5801

For more information on ad specifics:
Call Mari at the Chamber

231.882.5801