

ATTENTION

Greater New Britain Chamber Partners!

IT'S TIME TO PRINT GREATER NEW BRITAIN'S 2018 VISITOR'S GUIDE!

The Greater New Britain Chamber is happy to announce we are partnering with Lunar Cow Design, a firm specializing in Destination Marketing, for the 2018 Official Greater New Britain Chamber Visitors Guide. We are very excited about the opportunities that our new guide will offer to you!

ADVERTISING IS COST EFFECTIVE & HIGHLY VALUABLE!

The Greater New Britain Chamber Visitors Guide is our premier promotional piece and will be the first resource that thousands of visitors use when they are planning their trip to the Greater New Britain area. The Visitors Guides will be distributed at local and regional visitors centers, accommodations, via mail requests and many more! These visitors spend millions in the Greater New Britain area each year! By advertising in the Visitors Guide, you are ensuring that your company's marketing message reaches this very lucrative and highly targeted visitor market, as well as supporting the Greater New Britain area.

ADVANTAGES OF ADVERTISING:

- 1,000 copies of the guide will be distributed throughout the area in the best locations to reach a highly targeted and interested market that is looking to spend money at businesses just like yours.
- Your ad is circulated for an entire year.
- You also receive exposure through the GoGuide® – an interactive version of our Visitors Guide, which will be available to almost 30,000 annual visitors on your website.
- Your ad in the online version of the guide will be linked to your website, giving readers one-click access to your business.
- Ads in the online guide can be changed throughout the year and can include videos (*additional fees may apply*).

Please find the 2018 Ad Rates included, which details your options for participation. If you have any questions or concerns about advertising in Greater New Britain Chamber Visitors Guide, please contact Lunar Cow Design at **800-594-9620 ext. 32**, or myself at **860-229-1665**. Take advantage of this great opportunity to promote your business, we look forward to seeing your ad in the guide.

Best Regards,

Tim Stewart
President
Greater New Britain Chamber of Commerce
GNBritain@lunarcow.com | 860-229-1665



ARTWORK DUE **WITHIN 15 DAYS AFTER RECEIPT OF AGREEMENT**

PUBLISH **1,000 COPIES OF THE GUIDES** are distributed throughout the area at the best locations!

SUPPORT **QUESTIONS?**
Chris Tornichio
800-594-9620 ext. 32
chris@lunarcow.com

PUBLISHED BY:

Lunar Cow

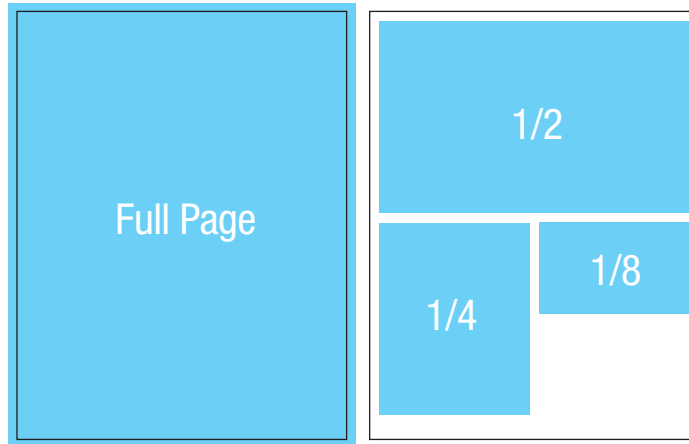
3867 West Market St. Ste. 177
Akron, OH 44333
800-594-9620 | www.lunarcow.com
GNBritain@lunarcow.com

AD SPECS & DATES



AD SIZES AND SPECIFICATIONS

AD SIZE	WIDTH	HEIGHT
FULL PAGE		
Final Trim Size	8.375"	10.875"
Live Area	7.875"	10.375"
Bleed Area	8.625"	11.125"
ADDITIONAL SIZES		
1/2 Page	7.875"	4.875"
1/4 Page	3.825"	4.875"
1/8 Page	3.825"	2.325"



2-page spread trim size and bleed size available upon request.

DISK-READY ART AND MECHANICAL REQUIREMENTS

- Macintosh format preferred.
- Press Ready PDF files preferred, with all type converted to paths and 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).
- Additional Acceptable formats include:
 - InDesign with EPS/TIFF support files & Adobe Type 1 Postscript fonts.
 - 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.
- Files names MUST contain advertiser name or abbreviation.
- Please use proper three-letter extension on all file names.
- Bleed available only on full page ads.
- On Full Page ads, all type and other live matter not intended to bleed must be held within Live Area. Allow .125" trim on all bleed edges.

NOTE: MICROSOFT PUBLISHER OR WORD FILES ARE NOT ACCEPTABLE FOR PROFESSIONAL PRINT. ALSO, WE CANNOT USE IMAGES PULLED FROM THE INTERNET.

IMPORTANT DATES

Early Bird AD AGREEMENT DUE

October 31, 2017

ARTWORK DUE

Within 15 Days After Receipt of Agreement

Art Revisions

Within 60 Days

SEND AD MATERIALS TO LUNAR COW

SEND AD MATERIALS VIA MAIL OR EMAIL TO:

Lunar Cow

3867 West Market St., Ste. 177
Akron, OH 44333

GNBritain@lunarcow.com

ADVERTISING AGREEMENT



Date: _____

CONTACT INFORMATION

Company: _____ Contact Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Email: _____ Phone: _____ Fax: _____

GREATER NEW BRITAIN | 2017 AD RATES

FULL PAGE PREMIUM PLACEMENT

<input type="checkbox"/> Inside Front Cover	\$1200
<input type="checkbox"/> Inside Back Cover	\$1200
<input type="checkbox"/> Back Cover	\$1200

INSIDE PAGES

<input type="checkbox"/> Full Page	\$1000
<input type="checkbox"/> 1/2 Page	\$750
<input type="checkbox"/> 1/4 Page	\$500
<input type="checkbox"/> 1/8 Page	\$300

iMap Options

<input type="checkbox"/> Premium	<input type="checkbox"/> 3 Mo. \$900	<input type="checkbox"/> 6 Mo. \$1800	<input type="checkbox"/> 12 Mo. \$3500
<input type="checkbox"/> Featured	<input type="checkbox"/> 3 Mo. \$800	<input type="checkbox"/> 6 Mo. \$1000	<input type="checkbox"/> 12 Mo. \$1700
<input type="checkbox"/> Specialty	<input type="checkbox"/> 3 Mo. \$500	<input type="checkbox"/> 6 Mo. \$800	<input type="checkbox"/> 12 Mo. \$1400
<input type="checkbox"/> iMap Pin Point	N/A	N/A	<input type="checkbox"/> 12 Mo. \$100

YOUR AD COST

Base Ad Rate:
\$ _____
 Ad Design Cost (if any):
+ \$ _____

Net Insertion Rate:
= \$ _____

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

Lunar Cow Provides the Following Ad Design Services:

- Ad design/redesign \$250:** All new ad design, resizing of an existing ad or significant revisions to an existing ad.
- Minor ad update \$75:** 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.

Ad placement not guaranteed.

Additional Information: _____

PAYMENT INFORMATION

Check MAIL-IN BY PHONE Mastercard Visa Discover

Please make checks payable to: LCD Processing

Name on Card: _____
 Card #: _____
 Exp. Date: _____ Security Code: _____
 Signature: _____ Date: _____

Billing Address: _____
 City: _____
 State: _____ Zip: _____
 Billing Phone: _____

AUTHORIZATION

This insertion order represents confirmation of the agreement between the Agency/Advertiser and Greater New Britain Chamber of Commerce. Payment will be due on or before October 31, 2017. **AD PLACEMENT NOT GUARANTEED.** Lunar Cow and Greater New Britain Chamber of Commerce reserve the right to refuse advertisements on the basis of content or quality of production, and assumes no liability for statements or claims made in advertising copy. Lunar Cow and Greater New Britain 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.

Authorized By: _____
 Signature: _____

Title: _____
 Sales Rep: _____

RETURN SIGNED AGREEMENT

FILL OUT AND RETURN THIS SIGNED AD AGREEMENT VIA MAIL, FAX OR EMAIL TO:

Lunar Cow
 3867 West Market St., Ste. 177
 Akron, OH 44333

GNBritain@lunarcow.com
 Fax: 216-584-6793

SEND PAYMENT TO:

Lunar Cow
 3867 West Market St., Ste. 177
 Akron, OH 44333

MAKE CHECKS PAYABLE TO:
LCD Processing