

Deer Isle-Stonington Chamber of Commerce - 2012 ISLAND GUIDE ADVERTISING FORM -

The Chamber requires a separate ad form for each ad in the Island Guide.

Business Information

Business Name: _____

Contact person for ad questions: _____

Telephone: _____

Email: _____

Display Ad Information

Circle the Display B&W Ad Size for the 2012 Island Guide. One form per ad. Sizes are listed width by height.

3" x 1"	\$55	3" x 4"	\$215
3" x 1 1/2"	\$80	1/2 page horizontal (6 1/4" x 4")	\$430
3" x 2" biz card	\$110	full page (6 1/4" x 8")	\$850
3" x 3"	\$165	inside back cover <u>4 color</u>	\$1400

Please add this cost to your Membership Application Grand Total. Cost of Display Ad \$ _____

Please check one:

_____ Use previous ad from 2011 (Must be checked for corrections, such as new email address, phone, etc).

_____ Use previous ad with copy corrections on back of this page.

_____ New ad to be sent (Penobscot Bay Press can create ads for \$25 per hour.).

Penobscot Bay Press Camera Ready Ad Requirements

Questions? Please call Ryan Kunkel at 367-2200.

Emailed Display Advertising Specs; Accepted Camera-Ready Ad Formats:

PDF (The preferred format for camera-ready ads)

- All fonts must be embedded.
- No color in the PDF.
- Optimize all graphics for Press, not Screen or eBook.

EPS

- All fonts must be embedded.
- No color.
- All EPSs must have a preview.

Quark 6 (Macintosh)

- Please include all fonts with the Quark file. Only Macintosh PostScript or TrueType fonts can be used. Windows fonts or OpenType fonts are not accepted.
- All graphics must be collected and sent with the file.
- No color in the ad.

Additionally, you can send components of an ad separately and the ad will be set using them. Image formats accepted: JPG, TIFF, EPS, PSD. All images should be 300dpi at print size or larger. Images optimized for the Web are usually unusable because the resolution is too low. Copy can be sent as a Microsoft Word file or as a Text file.

Deadline is November1, 2011

Payment must accompany this application

Please make your check payable to: Deer Isle-Stonington Chamber of Commerce

Mail forms to: Deer Isle-Stonington Chamber of Commerce, PO Box 490, Deer Isle, ME 04627