

2007 ADVERTISING SPECIFICATIONS

for Encinitas Chamber of Commerce' monthly Newsletter ENCINITAS first delivered the first week of every month

AD MATERIAL DEADLINE: 15th of month prior to publication month. (no exceptions)

Ad sizes are as follows: Any Ad submitted that is not to size will require production charges billable to Advertiser.

AD SIZE	INCHES/FRACTION	1X	6X	12X
Full Page	10" X 15-3/4" Vertical	\$770.	\$730.	\$710.
Half Page	10" X 7-3/4" Horizontal	\$390.	\$360.	\$330.
Quarter Page	4-7/8" X 7-3/4" Vertical	\$250.	\$220.	\$195
Eighth Page	4-7/8" X 3" Horizontal	\$175.	\$150.	\$125.

CUSTOM DESIGNED ADS AVAILABLE: Please supply final, approved copy and any high resolution photos/art and we will put together a highly effective display ad for your business or service. **Full Page:** (\$200.), **Half Page:** (\$150.), **Quarter Page:** (\$100.), **Eighth Page:** (\$50.). Note: There will be a \$75. fee to provide the finished Ad art to Advertiser after publication.

ADVERTISER SUPPLIED ADS: Please supply digital artwork **to size** as a QuarkXpress or InDesign files, a high-resolution "Press optimized" Acrobat .pdf file with fonts embedded, Illustrator 8 or Freehand 8 (or greater) .eps files or Photoshop .tiff or .eps files. Please compress final files before sending as a PC Zipit (.zip) file or MAC Stuffit (.sit, .sitx) file. We cannot accept paper, film, inkjets or lasers.

- FINAL AD CHECKLIST:**
- Artwork/Images are high-resolution (**must be 200 dpi minimum at a reasonable size**)
 - File format is one of the following:
 1. QuarkXpress or InDesign file - Fonts and artwork attached
 2. Press Optimized Acrobat .pdf file - Fonts embedded
 3. Illustrator 8+ or Freehand 8+.eps file - Fonts converted to outlines. Images (linked/embedded)
 4. Photoshop .tiff or .eps file. (200 dpi minimum)
 - Compressed files use one of the following formats: Stuff-It File (.sit or .sitx) or PC Zip-It File (.zip)
 - Please include an email we can send a .pdf proof for you to approve your final ad

ADVERTISING INSERTS: Inserts must be delivered to us as preprinted 8.5 X 11" (1 or 2 -sided)

- 3000 Homes for \$300.
- 1800 Businesses for \$200.

MATERIAL DEADLINE: 20th of month prior to publication month. (no exceptions)

Please email final ad files to: ads@nexusdesigninc.com

Any questions, please contact Mike Andreen at 760.944.8885 or email surfcitytimes@adelphia.net

NEW MEMBER PROFILE

MATERIAL DEADLINE: 12th of month prior to publication month. (no exceptions)

Submission Guidelines are as follows:

CONTENT: Tell us about yourself, what you do. How you do it. What makes you unique in your industry.

Here are some questions to help you get started:

- What is your name?
- What is the name of the business?
- What is your role in the business?
- What type of service does the business provide? What is your speciality?
- How is your business different from other companies that are similar to yours?
- How did the business get started?
- Why did you go into this field?
- What is your educational/professional background?

FINAL CHECKLIST:

- Your profile should be 250 words or less.
 - Single-spaced
 - Single spaces between sentences of a paragraph.
 - Make sure to spell check
 - Include full contact info at beginning of Profile.
- Profiles text format is one of the following: **(no .pdfs please)**
 1. Microsoft Word document (.doc)
 2. Rich Text Format (.rtf)
 - File name should include your company name
- Please include Photos and Logo
Artwork/Images are high-resolution **(must be 200 dpi minimum at a reasonable size)**
 1. Photos: (jpeg, .tiff or .eps files only)
 2. Logos: (jpeg, .tiff .ai or .eps files only)Fonts must be converted to outlines and any images included (linked/embedded)
- If sending compressed files use one of the following formats:
 1. MAC Stuff-It File (.sit or .sitx)
 2. PC Zip-It File (.zip)

Please email final files to: sherry@encinitaschamber.com

FREE ADVERTISING INSERTS: 1500 Inserts must be delivered as preprinted 8.5 X 11" (1 or 2 -sided)

MATERIAL DEADLINE: 20th of month prior to publication month. (no exceptions)