

# *Ad guidelines for the ChamberGram*

Thank you for signing up to advertise in the Athens Area Chamber of Commerce ChamberGram. These guidelines are designed to assist you. Please follow the guidelines outlined on page 2. We reserve the right to edit or adjust the ad to fit the space in the ChamberGram. If you have any questions please contact the Chamber at 594-2251.

## **What are the benefits of the ad program to my business?**

Over 800 businesses and business leaders receive the full color ChamberGram through email each month and it's also posted on our website, [www.athenschamber.com](http://www.athenschamber.com).

## **What size is the ad?**

Ads are 8" wide and are approximately 5" high.

## **What is the cost of the ad?**

The cost of an ad is \$100.

## **May I reserve ad space?**

Yes. Reserving ad space also requires a \$50 non-refundable deposit for each month/ad.

## **Business Before/After Hours ad:**

If your business is hosting the Business Before/After Hours, your ad is free. You may prepare the ad, or Allison can do it.

## **How many ads will be in each issue?**

There is space for up to five ads in each issue.

## **Will I be able to have color on the ads?**

Yes. The ChamberGram is printed in full color and it appears online in full color, as well.

## **Content**

An ad in the ChamberGram is a great way to announce an anniversary, to promote a special on a product in your store or feature a holiday promotion. We encourage ads that are positive and upbeat, but we do not publish ads that are derogatory to another business or are in any way negative. The Chamber ultimately has the final decision on whether to print an ad.

## **What is the deadline for the ads?**

The deadline for the ads will be the 5th of the month for ads that our ChamberGram editor prepares for you, and the 10th of the month for camera ready ads. For example, for the September ChamberGram, the deadline will be in August.

We will make every attempt to contact you regarding your ad, however, if we do not hear from you by the deadline we will assume you are no longer interested and can sell your space to someone else.

## **Specifications for ads**

### **You prepare the ad**

Deadline for prepared ads: 10th of the month preceding the publication month of the ad

Size: Half page ads are horizontal--8" wide and approximately 5" high.

Format: Please submit the ad in high resolution PDF (print quality). Please no Publisher or Word files.

Bleed: Please do not prepare ads that "bleed" to the edge. We will need to be able to adjust the size to fit the space and a "bleed" makes this more difficult.

Border: Prepare the ad with crop marks and please do not put a border on your ad.

Color: Please submit your ad in full color.

Cost: The ad costs \$100

Where to send the ad: email to Allison at [amc5008@gmail.com](mailto:amc5008@gmail.com)

In some cases if the file is very large, it may be necessary for you to put your ad on a disk and drop it off at the Chamber office.

### **We prepare the ad**

Deadline for prepared ads: 5th of the month preceding the publication month of the ad

Size: Horizontal ad 8" wide and approximately 5" high.

Copy: Please call or email Allison with your ad ideas. She will prepare an ad for you and send you a maximum of two proofs.

Color: The ad will be prepared in full color for both the emailed and the online version.

Proof: Allison will send you a proof in low resolution PDF or jpeg format but it will be emailed in high resolution.

Cost: The ad costs \$100

How to contact Allison: Cell at 814-490-2560 or email [amc5008@gmail.com](mailto:amc5008@gmail.com).