

NEW HAVEN CHAMBER OF COMMERCE 2022 COMMUNITY MAP

ADVERTISING OPPORTUNITIES




NEW HAVEN
CHAMBER OF COMMERCE

in partnership with


Lunar Cow
Publishing

Greetings

NEW HAVEN CHAMBER OF COMMERCE MEMBERS

We are pleased to announce our new partnership with Lunar Cow Publishing, a firm specializing in destination marketing for the New Haven Chamber of Commerce 2022 Community Map. We are excited about the opportunities this new map will offer you.

The New Haven Chamber of Commerce 2022 Community Map is a primary fulfillment piece for chamber inquiries and the first resource that visitors, the community and business members will use when they are doing business or planning a trip to New Haven.

Participation in the 2022 Community Map has great advantages. 1,000 printed copies of the Map will be distributed in the best locations to help drive traffic to our advertisers, and our digital GoGuide® will allow you to reach thousands more online. Your advertisement in the digital GoGuide® will be linked to your website, giving readers one-click access to your business.

Please find the advertisement rates included, which detail your options for participation. If you have any questions or wish to participate as an advertiser on the New Haven Chamber of Commerce 2022 Community Map, please contact Lunar Cow Publishing's advertising sales, at 800.594.9620 (ext. 1) to learn more about how you can take advantage of this great opportunity to promote your business. We are very excited about the new New Haven Chamber of Commerce 2022 Community Map and look forward to your participation.

Sincerely,
Terry McDonald
President/CEO
New Haven Chamber of Commerce



NEW HAVEN CHAMBER OF COMMERCE 2022 COMMUNITY MAP

**ARTWORK
DUE**

**WITHIN 15 DAYS AFTER
RECEIPT OF AGREEMENT**

PUBLISH

**1,000 COPIES OF THE 2022 COMMUNITY
MAP ARE DISTRIBUTED IN THE BEST
LOCATIONS TO REACH NEW CUSTOMERS**

SUPPORT

**QUESTIONS?
Contact Advertising Sales at:
800.594.9620 Ext. 1**

EMAIL MATERIALS, ARTWORK AND
SIGNED AD AGREEMENT TO:

adsales@lunarcow.com

Published by



800.594.9620 ext. 1
adsales@lunarcow.com
lunarcow.com

iMap DETAILS

Advertisers who purchase premium, large, or medium ads in our printed publication will receive FREE ad placement on our iMap as well. Our interactive, mobile, digital map is customized to highlight the region while providing specific features that are of interest to our visitors.

FEATURES

Itinerary builder with planning features and sample itineraries

- Full Analytics Package
- Trip Planner
- Points Of Interest Pop-ups
- Social Media
- Directions

BENEFITS

Visitors use the iMap to find lodging and dining options, shopping areas, and recommendations for various activities to enhance their visit to our area. Thousands of people searching for information online could potentially access your business from the advertisement that you receive for FREE with your premium, large, or medium ad in our printed publication.

- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours.
- A complete analytics reporting package is available through Google so that you can track the visitors clicking through your website.

DISTRIBUTION

- Placed on our website, where it is in prime position to get in front of the thousands of visitors coming to the region each year!



FREE Featured Sponsorship ad with purchase of a premium or large printed ad. (600 pixels x 80 pixels)

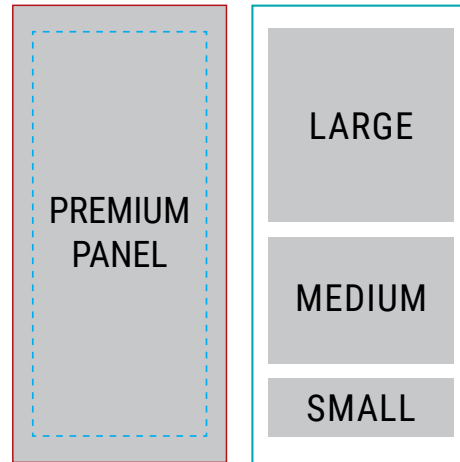
FREE Specialty Sponsorship ad with purchase of a medium printed ad. (64 pixels x 64 pixels)



The iMap pictured is for example purposes only and does not reflect the actual location or advertisers in your region.

AD SPEC SHEET

PREMIUM PANEL	WIDTH	HEIGHT
Ad Size	4"	9.25"
Live Area/Text Safe Zone	3.1875"	8.5"
STANDARD SIZES	WIDTH	HEIGHT
Large	3.25"	4"
Medium	3.25"	2.625"
Small	3.25"	1.25"



--- **LIVE AREA** (Your text **MUST BE** within these dimensions to avoid getting trimmed off)

— **AD SIZE** (This is the full size of the ad. The page's bleed is included in this dimension.)

DISK-READY ART & MECHANICAL REQUIREMENTS

- Macintosh format preferred
- Press Ready PDF files preferred, with all type converted to outlines with 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)
- Bleed available only on full-page ads
- On full-page ads, all type and other live matter, graphics, content, etc. not intended to bleed must be held within live area. Allow 0.25" trim on all bleed edges
- Additional acceptable formats include:
 - InDesign with EPS/TIFF support files
 - 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
- File names **MUST** contain advertiser name or abbreviation
- Please use proper three-letter extension on all file names
- Microsoft Publisher or Word files are **NOT** accepted for professional print
- **DO NOT** provide images pulled from client's websites, Google images, etc.

AD AGREEMENT & ART SUBMISSIONS

EMAIL AD MATERIALS TO:
adsales@lunarcow.com

**DON'T HAVE AD ART
 CREATED ALREADY?**

No problem! Lunar Cow will create the ad **FREE OF CHARGE**
INCLUDES 3 REVISIONS ONLY

TERMS & CONDITIONS

This insertion order represents confirmation of the agreement between agency/advertiser and New Haven Chamber of Commerce. Payment is due upon receipt of invoice. **ADS NOT PAID IN FULL WILL NOT BE INCLUDED IN THE PUBLICATION. ONLY PREMIUM AD POSITIONS ARE GUARANTEED.**

Due to print and publication deadlines, please be advised that all sales are final and no refunds will be issued. Further, due to publication and distribution of print materials containing information as to all Advertisers, no Advertiser may withdraw from participation. Advertiser agrees to participate for the duration of the publication without exception.

Lunar Cow Publishing and New Haven Chamber of Commerce reserve the right to refuse advertisements on the basis of content or quality of production, and assume no liability for statements or claims made in advertising copy. Lunar Cow Publishing and New Haven 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.

AD RATES



Company Name: _____
 Address: _____
 State: _____
 Phone: _____
 Website: _____

Contact Name: _____
 City: _____
 Zip: _____
 Cell: _____
 Email: _____

AD RATES	
PREMIUM POSITIONS	
<input type="checkbox"/> Inside Front Left Panel	<input type="checkbox"/> \$1,500
<input type="checkbox"/> Inside Front Right Panel	<input type="checkbox"/> \$1,500
<input type="checkbox"/> Back Panel	<input type="checkbox"/> \$1,500
STANDARD POSITIONS	
<input type="checkbox"/> Large	<input type="checkbox"/> \$1,000
<input type="checkbox"/> Medium	<input type="checkbox"/> \$750
<input type="checkbox"/> Small	<input type="checkbox"/> \$500

ONLY PREMIUM AD POSITIONS ARE GUARANTEED.

FILL OUT & RETURN TO:

Lunar Cow Publishing
 344 W. Turkeyfoot Lake Rd., Suite B
 Akron, OH 44319

Email to:
adsales@lunarcow.com

SEND PAYMENT & MAKE CHECKS PAYABLE TO:

New Haven Chamber of Commerce
 428 Broadway St., Ste. 101
 New Haven, IN 46774

IMPORTANT: Signed ad agreement and all art materials MUST BE returned to adsales@lunarcow.com

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

LUNAR COW PUBLISHING PROVIDES THE FOLLOWING AD DESIGN SERVICES:

- Ad Design/Redesign:** All new ad design, resizing of an existing ad or significant revisions to an existing ad. **Ad components (art/copy) are due within 15 days. UP TO 3 REVISIONS ALLOWED.**
- Minor Ad Update:** 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.

PAYMENT TYPE

- CHECK
- CREDIT CARD (complete fields below) - **13% PROCESSING FEE** for credit cards
 - Mastercard Visa Discover AMEX

Name on Card: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

Billing Phone: _____

COST

Base Ad Rate + \$ _____
 Fees (if applicable) + \$ _____
 Total Due = \$ _____

Additional Instructions: _____

Authorized By: _____ Title: _____

Signature: _____ Date: _____ Sales Rep: _____