



# 2011 ADVERTISING CONTRACT AGREEMENT: Membership Directory, Quality of Life Brochure & Visitor's Guide

Yes! I would like to advertise in the Rensselaer County Regional Chamber of Commerce:

**Visitor's Guide**

**Quality of Life Brochure**

Thank you for your interest in advertising in the Rensselaer County Regional Chamber of Commerce *Visitor's Guide* and *Quality of Life Brochure*. After fulfilling our long-term contract with an outside vendor, we have brought this project in-house to utilize local companies, strengthen the relationship with our members, and continue to build the region. Please carefully review the advertising options below to make your selection. Your space is not reserved until this signed contract is returned. Thank you for your continuous support.

### Quality of Life Brochure

*Quantity produced: 3,000*

- Full Page Full Color Ad: \$2,000**
- Half-Page Full Color Ad: \$1,500**
- Quarter-Page Full Color Ad: \$1,200**
- Eighth-Page Full Color Ad: \$700**
- Eighth-Page B&W Ad: \$500**

#### Preferred Ad Placements

- Outside Back Cover Full Color Ad: \$2,700**  
(Includes OBC of Membership Directory)
- Inside Back Cover Full Color Ad: \$2,200**  
(Includes IBC of Membership Directory)
- Inside Front Cover Full Color Ad: \$2,200**  
(Includes IFC of Membership Directory)
- Page One Full Color Ad : \$2,200**
- Page Facing Welcome Letter Full Color : \$2,200**
- Page Facing Regional Map Full Color : \$2,200**

### Visitor's Guide

*Quantity produced: 40,000*

- Half-Page Full Color Ad: \$2,400**
- Quarter-Page Full Color Ad: \$1,400**

### Membership Directory

*Quantity produced: 3,000*

- Black Bold Listing for Business Name: \$100**

#### *Questions?*

For more information, contact the RCRCC Chamber Ad Department at 518.274.7020 or [marketing@renscochamber.com](mailto:marketing@renscochamber.com).

**Note: Space is not reserved until signed contract is returned.**

**Space reservations are due by Tuesday, February 22, 2011.**

**All ad copy is due by Tuesday, March 1, 2011.**

#### **Payment**

*50% deposit. Balance due with signed ad proof.*

*All major credit cards accepted.*

- PLEASE SEE NEXT PAGE FOR AD SPECIFICATIONS AND REQUIREMENTS -

## **2011 Membership Directory, Quality of Life Brochure & Visitor's Guide Advertising Contract**

*I have thoroughly read, understand, and agree to all of the terms mentioned in the Advertising Contract Agreement put forth by the Rensselaer County Regional Chamber of Commerce. I would like to enter into this contract for the term described within the Contract and Agreement, and will make payment for the full amount of the advertising cost mentioned in the contract; an invoice will be sent after the signed contract is received. I understand that until this signed contract is returned, my ad space is not reserved. I understand that the 2011 Quality of Life Brochure and Member Directory have been re-formatted and are now separate publications. I also understand that only the cover ads will run in both the Quality of Life Brochure and the Member Directory.*

**Business Name:** \_\_\_\_\_

**Main Contact Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Rensselaer County Regional Chamber of Commerce**  
255 River Street, Troy, New York 12180

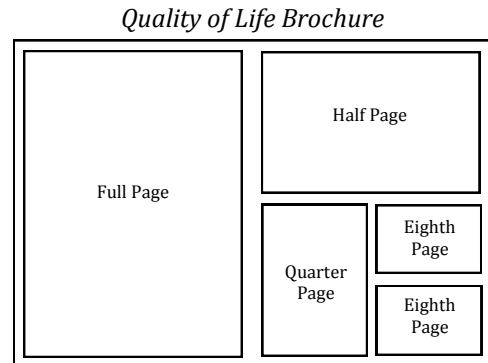
P: 518.274.7020 F: 518.272.7729 [www.renscochamber.com](http://www.renscochamber.com)



# 2011 AD SPECIFICATIONS & REQUIREMENTS: Membership Directory, Quality of Life Brochure & Visitor's Guide

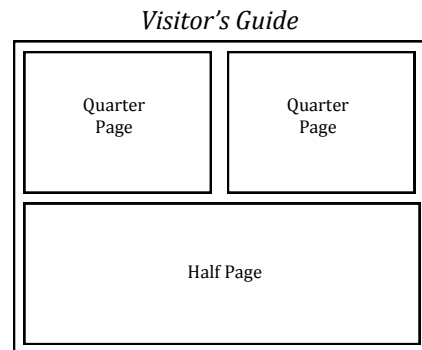
## Quality of Life Brochure

<u>Size</u>	<u>Width</u>	<u>Height</u>
Full Page Full Color Ad:	7 1/2"	10"
Half-Page Full Color Ad:	7 1/2"	4 7/8"
Quarter-Page Full Color Ad:	3 5/8"	4 7/8"
Eighth-Page Ad:	3 5/8"	2 3/8"
<b>Preferred Ad Placements</b>		
Outside Back Cover Full Color Ad:	7 1/2"	10"
Inside Back Cover Full Color Ad:	7 1/2"	10"
Inside Front Cover Full Color Ad:	7 1/2"	10"
Page One:	7 1/2"	10"
Page Facing Welcome Letter:	7 1/2"	10"
Page Facing Regional Map:	7 1/2"	10"



## Member Directory

<u>Size</u>	<u>Width</u>	<u>Height</u>
Outside Back Cover, Inside Back Cover, and Inside Front Cover Full Color Ads: <i>(Included with Outside Back Cover, Inside Back Cover, and Inside Front Cover of Quality of Life)</i>	5"	8"



## Visitor's Guide

<u>Size</u>	<u>Width</u>	<u>Height</u>
Half-Page Full Color Ad:	7 3/8"	4"
Quarter-Page Full Color Ad:	3 5/8"	4"

### WHEN SENDING ELECTRONIC AD MATERIALS

#### 1. File Formats:

We accept the following PC files (no mac):  
 Adobe Acrobat (pdf): *print optimized, fonts embedded no image compression*  
 Quark Xpress  
 Photoshop: *render fonts, save as tif or eps*  
 Freehand: *convert fonts to paths, save as eps*  
 Tif, eps or uncompressed jpg: *minimum 300 dpi at 100% size*

#### 2. File Specifications:

**Fonts:** Use actual fonts  
**Colors:** Convert all colors to cmyk  
**Images:** Supply hi-res print quality images as close to actual reproduction size as possible, with no more than a margin of 10% +/-  
*Grayscale and halftones:* 300 dpi, tif, eps or uncompressed at 100% size.  
*Color:* cmyk 300 dpi, tif, eps or uncompressed jpg.  
*Line art:* bitmapped, 1200 dpi tif, eps or uncompressed jpg.  
**Hard Copy:** Provide a print-out of the ad so we can verify our output. Please send to our address below.

### RETURNS

Materials mailed to us will not be returned. The Chamber does not accept responsibility for loss or damage to the materials.

### AD PROOF & USAGE

The Chamber will create a finished ad from your information for use in the publication specified by your signed contract.  
*All proofs will need to be signed off on prior to printing.*

### TO MAIL

Include a CD with electronic image and hard copy of the ad  
 Rensselaer County Regional Chamber of Commerce  
 ATTN: RCRCC Chamber Ad Department  
 255 River Street, Troy, New York 12180

### TO EMAIL

- Send electronic copy to: [marketing@renscochamber.com](mailto:marketing@renscochamber.com)
- State in your email what company the ad is for.
- Fax a hard copy of the ad to fax #518.272.7729 with a note:
  - State that you are emailing the ad
  - Include your name and telephone number
  - Include ATTN: RCRCC Chamber Ad Department
- If you do not receive an email confirmation from us within two days of emailing your file, WE DID NOT GET YOUR AD, even if your email shows it went through. If that happens, please call us at 518.274.7020.

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