



## Advertising Rates

### FULL PAGE FEATURE WITHIN THE EDITORIAL SECTION:

- Eating and Drinking Local (restaurants, breweries, wineries)
- Shops (retail, antique)
- Health and Wellness (gyms, yoga shops, spas, salons)
- Arts and Galleries
- Performing Arts and Theaters
- Farms and Farmers Markets
- Attractions and Recreation (museums, golf courses, biking and hiking trails, etc)

*Included in the rate:*

- 1h photoshoot on location (photographer + stylist)
- 5 high resolution, edited images
- Copy provided by business
- Page layout design, 1 revision
- Directory listing included

Chamber Member.....	\$500
(Small Business Special)	
Non-Member.....	\$800

### DIRECTORY LISTING ONLY

Chamber Member.....	no cost
Non-Member.....	\$200

### PREFERRED AD PLACEMENT

*Idea Kraft will provide design assistance for any size ad (for use in this publication), if requested, at no additional charge. Images and copy provided by client.*

Back cover .....	\$2,200
Inside front cover.....	\$1,600
Inside back cover.....	\$1,600
Right hand page facing inside front cover.....	\$1,200
Left hand page facing inside back cover .....	\$1,200

### BUSINESS DIRECTORY ADVERTISING

Quarter Page 3.7292" W x 3.7292" H.....	\$300
1/8 Page.....	\$200

## Additional Information

### Cost:

Additional Books ..... \$9.99

### Distribution:

Each display advertiser receives one book for every \$500 of paid advertising.

### Ad Specifications:

See Ad Specs sheet.

## Payment Plans

### Payment:

100% Paid up front. Idea Kraft will submit an invoice.

## Checks Payable To

Idea Kraft  
45 Lewis Street  
Binghamton, NY 13901  
607-235-5855



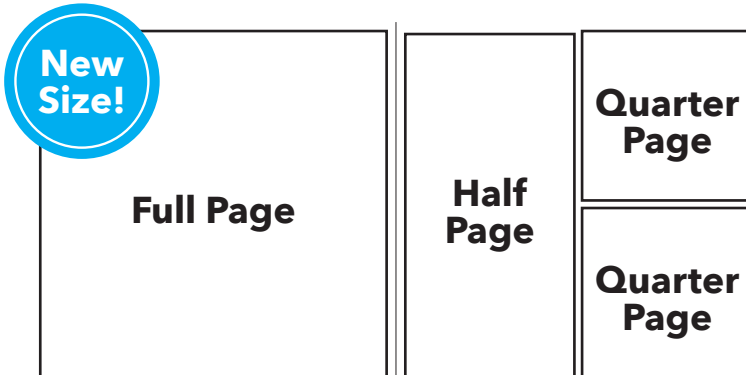
## Contact



Jocelyn Bailey  
jbailey@idea-kraft.com  
607.237.5855 ext. 102



## AD SPECIFICATIONS & REQUIREMENTS



Ad Dimensions		
SIZE	WIDTH	HEIGHT
Full Page	7.625" W	7.625" H
1/2 Page	3.7292" W	7.625" H
1/4 Page	3.7292" W	3.7292" H

*Ads do NOT have bleed.  
 There is a margin around all ad sizes.*

### WHEN SENDING ELECTRONIC AD MATERIALS

**(1) FILE FORMATS**  
*The publisher's design dept. is Mac-based.*

**We Accept:**  
**Adobe Acrobat (pdf):** print optimized, fonts embedded, no image compression. Follow File Specifications below when preparing originating art.  
**Tif, eps or uncompressed jpg:** minimum 300 dpi at 100% size  
**Quark XPress:** include mac fonts and images.  
**Photoshop:** render fonts, save as tif or eps.  
**Illustrator:** convert fonts to outlines, save as eps.  
**MS Word:** we may need to re-create Word ads - we also suggest that you send graphics/photos used in MS Word separately, following the guidelines under Images, below.

**WE CANNOT ACCEPT: PUBLISHER, PAGEMAKER, MICROSOFT POWER POINT, COREL DRAW.**

**(2) FILE SPECIFICATIONS**

**Fonts:**  
 Use the actual bold or italic Mac font. Do not apply bold or italic attributes as these may not print correctly.  
 Convert fonts used in drawing programs to paths or outlines.

**Color:**  
 Convert all colors to CMYK.

**Images:**  
 Supply images as close to actual reproduction size as possible, with no more than a margin of 10% plus or minus.

**Gray scale and halftones:** 300 dpi, tif, eps or uncompressed jpg.

**Color:** cmyk 300 dpi, tif, eps or uncompressed jpg.

**Line art:** bitmapped, 1200 dpi tif, eps or uncompressed jpg.

### IF THE PUBLISHER IS PRODUCING YOUR AD

**(1) PROVIDE LAYOUT GUIDELINE -**  
*an indication of how you want your ad to look.*

**(2) PROVIDE TEXT -** wording, telephone number, etc.

**(3) PROVIDE IMAGES AND LOGO**  
 We Accept:  
 Tif, eps, or uncompressed jpg, minimum 300 dpi at 100% size.  
 Digital photographs

**WE CANNOT ACCEPT:**  
 Printed material that contains grey tones or color.  
 Low-resolution images from the web.

**AD PROOF & USAGE:** *The publisher will create a finished ad from your information for use in this publication, and will provide a proof to the name on our insertion order prior to printing.*

*If you are interested in purchasing the ad for other uses, please contact us at 607-235-5855 for a price list. All discretionary changes to any ad will be billed to the advertiser.*

**SUBMITTING AD MATERIALS:**  
 Files that are under 10MB may be sent via email to: [contact@idea-kraft.com](mailto:contact@idea-kraft.com)

For instructions on sending larger digital files, please contact us at 607-235-5855.

**(1)** State in your email what company the ad is for.  
**(2)** If you do not receive a reply-email confirmation from us within a day or two of emailing your file, WE DID NOT RECEIVE YOUR AD, even if your email shows that it went through. If that happens, please call us at the number below.

## Questions? 607-235-5855