



COLORADO BLACK CHAMBER OF COMMERCE

Business Directory 2008

Want to increase your local business profile and improve revenues?

Advertise in the flagship edition of the Colorado Black Chamber of Commerce Business Directory

A fresh, new design featuring four-color printing throughout in a magazine format that will get your business noticed! A new marketing opportunity for Chamber members, the Business Directory is a powerful marketing tool to reach businesses in the Denver community. The full-color, glossy publication will feature not only member listings, but also personalized stories and photographs of our members, as well as information and articles specific to business owners and employees, organizations and consumers with a special section on government programs and how they work for your business.

Your ad in the directory means a full year of exposure – AND response – at rates your business can afford.

Chamber members receive two listings in the directory. The member section provides extensive contact information for each business or organization alphabetically, while a second listing is provided for easy reference by category.

2008 Ad Rates

Highlighted listing.....	\$150
Page sponsorship with logo.....	\$250
<i>(Limited number of ads)</i>	
Eighth page ad.....	\$350
Sixth page ad	\$495
Quarter page ad.....	\$695
Half page ad.....	\$1,250
Full page ad.....	\$2,250
Full page premium.....	\$2,550
Business profiles.....	add \$300

All prices are full color. 5,000 targeted distribution, 10,000+ readership to chamber members, partners and affiliations.

Reservation Deadline: Jan. 25, 2008

Ad deadline: January 31, 2008

Publication date: February 2008

Payment terms: 50% due at contract;
balance required prior to publication.

Call Kristie Melendez, 970-686-5805



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Ad Specs

Mechanical Requirements

Camera-ready ads must be submitted in either of the following formats:

PDF

Mode: CMYK

Resolution: 2400 dpi at 100% size

Embedded images: CMYK, 300 dpi

All PMS, RGB and spot colors must be converted to CMYK. All fonts must be embedded or converted to paths.

JPG

Mode: CMYK or RGB*

Resolution: 300 dpi at 100% size.

*JPG files may be sent RGB to reduce size; we will convert them to CMYK.

Please make your files the exact size of the ad (i.e., do NOT include crop marks unless you are submitting a full-page bleed ad).

File Submission

Email files up to five megabytes (5MB) in size directly to: dianehokans@aol.com (Be sure to indicate "CBCC" and client name in subject field). If your file is larger than 5 MB, please call your ad representative for submission instructions.

Contact: Kristie Melendez, Publisher

800-741-6308 • 970-686-5805 • kristie@easychairmedia.com

Ad Sizes

The CBCC magazine page trim size is 8.25" x 10.75". To avoid visual distortion, ad artwork should be *as close as possible* to the following dimensions:

Ad Dimensions (width x height)

Eighth page.....3.6875" x 2.375"

Sixth page 2.41" x 4.875"

Quarter page.....3.6875" x 4.875"

Half page (horizontal) 7.5" x 4.875"

Half page (vertical)..... 3.6875" x 9.875"

Full page (no bleed)7.5" x 9.875"

Full page (with bleed).....8.25" x 10.75"

PLUS .25" bleed on all four sides. (Total area for full page ad with bleed is therefore 8.75" x 11.25".)

Design Fees for Make-Ready Ads

Full page \$300*

Half page \$200*

Quarter page..... \$150*

All other ads..... \$100*

*Add \$100 for photo. Typical design fees based on an hourly rate of \$75/hour.



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