



2007-2008

Wake Forest Chamber of Commerce
Membership Directory & Web Site Advertising Contract

Please complete and return this contract to the Chamber of Commerce
with your payment no later than FRIDAY, AUGUST 31st
Ads cannot be published without receipt of payment!

Company _____
Contact _____
Phone _____ Cell _____
Email _____

** SEE BACK FOR CONTACT INFORMATION, AD DUE DATE AND AD SPECS **

Directory Advertising

Ad Size _____ / \$ _____
[] use last year's ad
[] use last year's ad with minor changes
(excessive changes will be subject to the \$75 production fee)
[] need ad produced/\$75
[] will provide ad
(ads provided MUST meet specs on the back of this contract)

Additional Category Listing(s)

Original Category _____
2nd Category _____ /\$50
3rd Category _____ /\$50

Business Name Highlighted

[] Directory/\$50

Web Advertising

Web Site Ad _____ month(s) @ \$50/month OR
_____ year(s) @ \$500/year
[] need ad created/\$75
[] will provide ad (please see specs on back)

Additional Category Listing(s)

Original Category _____
2nd Category _____ /\$50
3rd Category _____ /\$50

Ad Sizes & Rates

(sizes are in inches • width x height)

Table with 2 columns: Ad Size and Rate. Includes Eighth Page, Quarter Page, Third Page (Square, Horizontal, Vertical), Half Page (Horizontal, Vertical), Full Page, Inside Front Cover*, Inside Back Cover*, Back Cover*, and Web Site Ad.

*LAST YEAR'S ADVERTISERS GET FIRST REFUSAL

Additional Charges

Table with 2 columns: Charge and Rate. Includes Print Ad Production, Web Ad Production, Additional Category Listing(s), and Business Name Highlighted.

TOTAL DUE \$ _____

[] Check Enclosed [] Invoice Me

[] Visa [] Master Card

Card # _____

Expiration Date _____

Contact/Spec Information

If you have questions about print or web ad production or about the print or web ad specs below please contact:

Laura Brogden
Visual Designs
539 Julie McKnight Road
Kittrell, NC 27544
252.436.2223 | 252.436.2226 fax
visual.designs@earthlink.net

If you have questions about directory or web site advertising please contact:

Wake Forest Chamber of Commerce
350 South White Street
Wake Forest, NC 27587
919.556.1519 | 919.556.8570 fax
info@wakeforestchamber.org

All ads MUST be to Visual Designs no later than SEPTEMBER 15TH

Print Ad Specs

Acceptable Software/File Formats

Quark Xpress-compatible with version 6.1

All support files must be provided (ie: logos, photos, artwork etc.)

Printer and Screen fonts must accompany file (Macintosh only-see note below)

Adobe Photoshop CS - Tiff or EPS file format

Adobe Illustrator CS - EPS file format with fonts converted to curves

Acrobat PDF -**ONLY** high resolution, press-quality PDF's in CMYK format will be accepted

If file does not meet our criteria it will be rejected and you will be asked to provide ad in one of the above formats

Acceptable Media

CD-ROM - Please mail disk to Visual Designs at above address

Digital File Transfer Via Email - 8MB max. file size

Ad Size

Please use the dimensions listed on the front of this contract when setting up your file, no other sizes will be accepted.

Fonts

Visual Designs is Macintosh based. If PC/Windows files are sent you must submit a color proof with a list of the fonts used. Please do not use True Type Fonts if at all possible, due to their unpredictable nature we can not guarantee they will output correctly and if they create a problem at output they will be replaced.

Photos/Scanned Images

All photos/scanned images MUST be scanned at 300dpi. Low resolution images will not be accepted. Please do not scan images over 300dpi as we are printing at 150lpi and anything over 300dpi just makes for larger files.

Color

Please make sure all images are in CMYK

Web Ad Specs

190 pixels wide x 250 pixels high

**Ad must be "static" picture, NO flashing or rotating
JPEG Format**

Ad will appear on every page, if more than one ad, ads selected randomly everytime a new page is viewed

Eighth Page
3.62 x 2.25
\$175

Quarter Page
3.62 x 4.75
\$325

Half Page • Vertical
3.62 x 10
\$550

Half Page • Horizontal
7.5 x 4.75
\$550

Full Page - Inside
7.5 x 10
\$1000

Third Page • Square
5 x 4.75
\$400

**Third Page
Vertical**
2.25 x 10
\$400

Third Page • Horizontal
7.5 x 3.25
\$400