



# Marshall County 2010 Visitors Guide



## DISPLAY AD SIZES/RATES

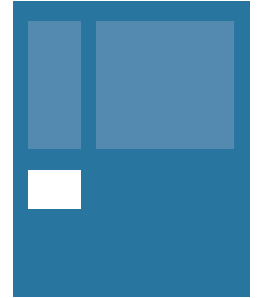
All Ads receive a listing on [MarshallCountyTourism.org](http://MarshallCountyTourism.org)

All Ads Are FULL COLOR

Plymouth/Culver  
Bremen Chamber Rate

Non-Member Rate

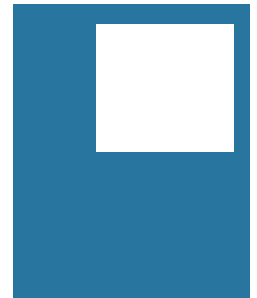
	Plymouth/Culver Bremen Chamber Rate	Non-Member Rate
<b>Business Card</b> 2.375" x 2.375"	\$150.00	\$200.00
<b>1/6 Page</b> 2.375" x 5"	\$495.00	\$675.00
<b>1/3 Page</b> 5" x 5"	\$595.00	\$995.00
<b>1/2 Page</b> 7.625" x 5"	\$925.00	\$1,225.00
<b>Full Page</b> 8.625" x 11.125" (8.375" x 10.875" trim)	\$1,825.00	\$2,050.00
<b>Inside Front Cover</b> 8.625" x 11.125" (8.375" x 10.875" trim)	\$2,350.00	-
<b>Inside Back Cover</b> 8.625" x 11.125" (8.375" x 10.875" trim)	\$2,350.00	-
<b>Back Cover</b> 8.625" x 11.125" (8.375" x 10.875" trim)	\$2,495.00	-
<b>2 Page Spread</b> 17" x 11.125" (16.75" x 10.875" trim)	\$3,595.00	-



Business Card



1/6 Page



1/3 Page

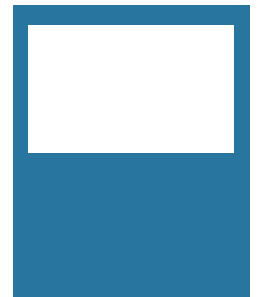
**Alliance Marketing Group**  
**Terri Grabill**  
 Sales/Marketing Manager  
 P: 574.862.1434  
 F: 574.862.1979  
 E: [nitdc2@verizon.net](mailto:nitdc2@verizon.net)



2 Page Spread



Full Page



1/2 Page



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## DISPLAY AD SPECS

### SPECS FOR IMAGES:

COLOR: 300 dpi, CMYK • GRAYSCALE: 300 dpi

LOGOS: Adobe Illustrator EPS

- All images should be EPS or TIF file formats
- Hard copies can be scanned when necessary
- WEBIMAGES ARE NOT ACCEPTABLE. (THIS INCLUDES LOW RESOLUTION AND PIXELATED IMAGES)

### GENERAL SPECS FOR ADS

- 300 dpi all COLORS must be CMYK.  
We DO NOT use Spot or Pantone
- All FONTS must be TYPE 1 FONTS. All printer and screen fonts must be submitted, embedded or outlined. DO NOT apply style attributes to fonts. Include only those fonts used in your document, along with those used in embedded graphics. To minimize potential problems, fonts within embedded graphics should be converted to outlines/paths.
- When creating a Postscript file, ALL high-resolution images, artwork and fonts must be included/embedded when the file is written.
- Build ads to exact size except in case of a bleed.
- Camera Ready ads are accepted. ALL camera ready ads must be ready to insert into the publication and must be the correct dimensions and a minimum of 300 dpi.
- ALL AD COPY AND ART (LOGOS, PICTURES, ETC) MUST BE TURNED IN BY THE AD MATERIALS DEADLINE DATE. We CANNOT ACCEPT Publisher files.

### FILE FORMATS:

- PDF: save files in Adobe Acrobat version 7.0 or less using Postscript files and outlined or embedded fonts. PDF is the PREFERRED FORMAT FOR CAMERA READY ADS.
- EPS: Files must be saved as Macintosh 8 bit/pixel; Binary Encoding; at 300 dpi. EPS is the second preferred format for camera-ready ads.
- TIF: Files must be saved in MAC format with No Compression; at least 300 dpi. All linked graphics must be included with the document.

Please collect for output and save all fonts along with ad, images and logos to a folder or media to be sent. Include a high-res PDF when possible.

### PROOFS:

- Please supply a hard copy proof when possible.
- If a proof is not provided, we cannot be held responsible for incorrect materials, as final output will be compared to an internal proof only.

### MEDIA:

Macintosh formatted disks may be provided in the following formats:

- CD-ROM, DVD. Please label all media with the publication name, company name and contact information. Please include a high-res PDF and EPS of your final ad on disk.

*For sending ads via FedEx and UPS use our physical address of:*  
Alliance Marketing Group • 110 W Waterford St • Wakarusa, IN 46573

*For sending ads via traditional mail/Priority Mail:*  
Alliance Marketing Group • P.O. Box 588 • Wakarusa, IN 46573

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Sales/Marketing Manager

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