

Lake Wales



Area Resident & Visitor Guide

Discover the Crown Jewel of the Ridge

Advertiser Information

Advertiser Name: _____

Contact Name: _____

Phone: _____ E-mail: _____

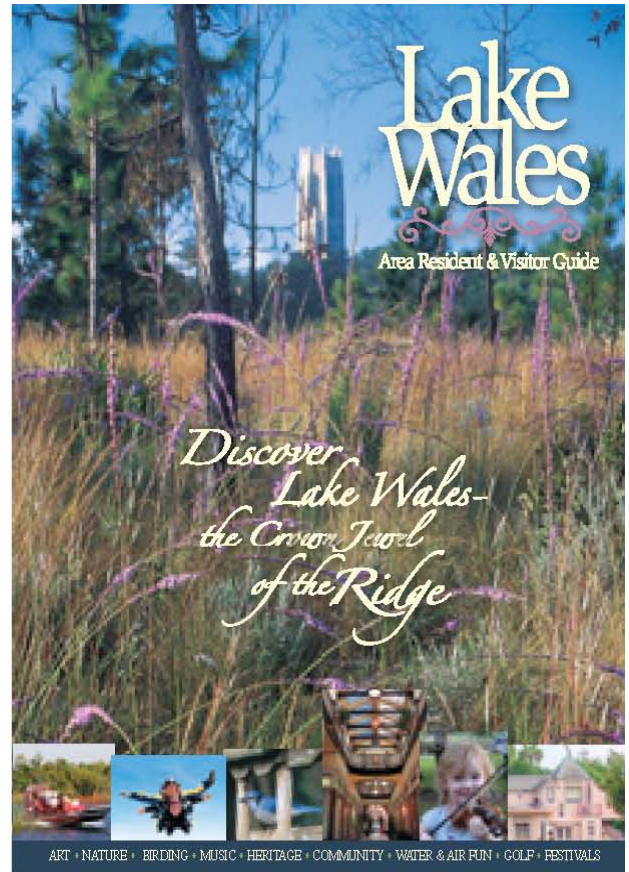
Artwork provided to Lake Wales Area Resident & Visitor Guide.
Please check one.

Use the same ad included in the last edition of this publication, with no changes (10% discount applies).

Use the same ad included in the last edition of this publication, with limited typesetting changes. (No discount applies.)

New ad - provided as high resolution PDF file for print (See page 2).

New ad – Needs to be created. I will provide the information, including my company logo, if it is to be included in my ad, but need you to design my ad for this publication. (I understand the charge for this service will be \$250, in addition to the cost of the ad space I have reserved.)



AD SIZES – Member Rates

Full page	8.625w x 11.25h	\$1,000
1/2 page horizontal	7.75w x 4.875h	\$ 750
1/2 page vertical	3.75w x 10h	\$ 750
1/4 page	3.75w x 4.875h	\$ 500
1/8 page	2.312w x 3.75h	\$ 250
Back Cover	8.625w x 11.25h	\$2,500
Inside Back Cover	8.625w x 11.25h	\$1,250
Inside Front Cover	8.625w x 11.25h	\$1,500

I would like to reserve ad space in the new "Lake Wales Area Resident & Visitor Guide" as indicated above. I understand at least 50% of the ad cost is due at this time, with the balance due no later than July 31, 2010, and my check in the amount of \$_____ is enclosed. Or, please charge my credit card, VISA MasterCard Card

_____ Expiration Date _____

Billing Zip Code _____ Signature _____

Name (printed) _____

Ad Reservation approved by _____ Date _____

Guidelines for Updating/Minor Changes

Minor typesetting changes can be made on your ad from the last publication. In that case, no discount will apply to the ad cost. Please provide a copy of ad with the change(s) clearly printed on the ad. The Chamber can provide you with a color copy of last year’s ad (at no additional charge) for your review and will provide a color proof of the corrected ad (at no additional charge) for your approval. Contact: Betty Wojcik, betty@lakewaleschamber.com

NEW ADS (sent in ready) - DIGITAL File Specifications

Our required file format is a PDF file saved in Hi-Res format for print. File delivery requirements:

- E-mail attachments (5 MB max) to betty@lakewaleschamber.com

NEW ADS (to be designed) - You must provide:

- _ Scanable copy of logo or logo file provided on disk or via e-mail (hi-res .jpeg or .eps format required)
- _ Any photograph(s) or illustration to be used in ad.
- _ Copy to be used in ad printed clearly

NOTE: Please do not send any files taken off the Internet, they are not generally usable in print.

Cost estimate to prepare camera-ready artwork: \$250

NOTE: Cost estimate covers one design of the ad. Redesigning after original design is completed could result in additional costs to you. One round of changes in wording is included. Any typographical errors that we make in putting the ad together and found in the proofing process will be corrected at no cost to you.

Proofreading is the sole responsibility of the advertiser.

Payment of ad and design work:

50% due when ad is placed and cost of art work approved \$ _____ Date paid: _____

50% due when proof of finished ad as specified is provided \$ _____ Date paid: _____

(But no later than July 31, 2010)

Please make checks payable and mail to: Lake Wales Area Chamber of Commerce, P.O. Box 191, Lake Wales, FL 33859

Visa/MasterCard accepted by calling the Chamber office at 863-676-3445

Accepted by: _____ Date: _____

Betty Wojcik, CEcD

Executive Director

Lake Wales Area Chamber of Commerce

340 W. Central Avenue

Lake Wales, FL 33859

863-676-3445

Fax: 863-676-3446

betty@lakewaleschamber.com

