

The Official **2019** **Boulder City** **Chamber of Commerce** *Business Directory*

— ADVERTISING OPPORTUNITIES —



in partnership with



Greetings

Boulder City Chamber of Commerce MEMBERS

We are happy to announce our new partnership with Lunar Cow Publishing, a firm specializing in destination marketing, for the production of our annual Business Directory. We are excited about the opportunities this new publication will offer you.

The 2019 Boulder City Chamber of Commerce Business Directory is our premier promotional piece and it is the first resource that community and business members use to promote their business.

Participation in the Business Directory has great advantages. **5,000 printed copies** of this publication will be distributed in the best locations to help drive traffic to our advertisers and our digital GoGuide® will **allow you to reach thousands more**. Your advertisement in the digital GoGuide® will be linked to your website, giving readers one-click access to your business.

Please find the 2019 advertisement rates included, which detail your options for participation. If you have any questions or wish to participate as an advertiser in our directory, please contact Ed Asper at Lunar Cow Publishing at 800.594.9620 ext. 31 to learn more on how you can take advantage of this great opportunity to promote your business. We are very excited about the new publication and we look forward to your participation.

Sincerely,

Jill Lagan

Jill Lagan

CEO

Boulder City Chamber of Commerce



2019 Boulder City Chamber of Commerce

OFFICIAL
BUSINESS DIRECTORY

ARTWORK DUE WITHIN 15 DAYS
AFTER RECEIPT
OF AGREEMENT

PUBLISH 5,000 COPIES OF THE BUSINESS
DIRECTORY ARE DISTRIBUTED IN
THE BEST LOCATIONS TO REACH
NEW CUSTOMERS

SUPPORT QUESTIONS?
800.594.9620
BoulderCityChamber@LunarCow.com
Edward Asper ext. 31
edasper@lunarcow.com

Published by



344 W. Turkeyfoot Lake Rd., Suite B
Akron, OH 44319

800.594.9620 ext. 31

BoulderCityChamber@lunarcow.com
lunarcow.com



FREE

Specialty Sponsorship ad with purchase of a half page printed ad. (232 pixels x 60 pixels)

FREE

Featured Sponsorship ad with purchase of a full page printed ad. (950 pixels x 80 pixels)



Ad will be visible for up to 12 months. Only premium ad positions are guaranteed.

iMap Details

Advertisers who purchase half-page or full-page ads in our printed publication will receive FREE ad placement on our iMap as well. Our interactive, mobile, digital map is customized to highlight the region while providing specific features that are of interest to our visitors.

Features

Itinerary builder with planning features and sample itineraries

- Full Analytics Package
- Trip Planner
- P.O.I. Pop-ups
- Social Media
- Directions
- Itinerary Builder

Benefits

Visitors use the iMap to find lodging accommodations, dining options, shopping areas, and recommendations for various activities to enhance their visit to our area. Thousands of people searching for information online could potentially access your business from the advertisement that you receive for FREE with your half page or full page participation in our printed publication.

- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours.
- Your ad is active on the Boulder City Chamber of Commerce website for the entire year.
- A complete analytics reporting package is available through Google so that you can track the visitors clicking through your website.

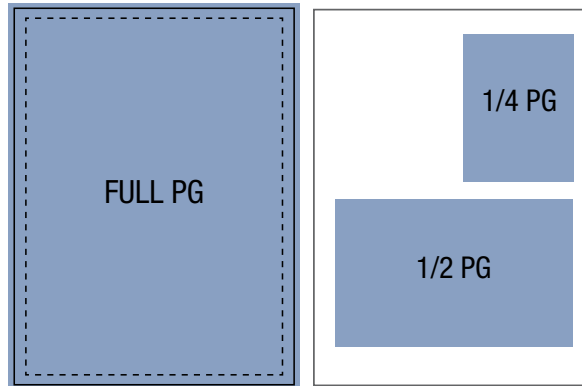
Distribution

- Placed on our website, where it is in prime position to get in front of the thousands of visitors coming to the region each year!

AD SPEC SHEET



DIRECTORY AD SIZE	WIDTH	HEIGHT
FULL PAGE		
Live Area	7.875"	10.375"
AD Size	8.625"	11.125"
ADDITIONAL SIZES		
1/2 Page	7.875"	5.125"
1/4 Page	3.875"	5.125"



2-page spread trim size and bleed size available upon request.

--- Live Area (Your text must live within a 0.5" margin from each edge of the ad to avoid getting cut off)

— Ad Size (This is the ad size with the 0.25" bleed added in)

AD TEMPLATE

Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT sent within 45 days.

Our template ad includes your name, address, phone and website address.

SEE AD TERMS ON AD RATE PAGE

Disk-ready Art & Mechanical Requirements

- Macintosh format preferred
- Press Ready PDF files preferred, with all type converted to outlines and artwork embedded. PDF files must be high resolution (300 dpi), CMYK and built to the exact ad dimensions (no crop marks, info slugs or other extraneous non-ad material)
- Bleed available only on full page ads
- On full page ads, all type and other live matter, graphics, content, etc. not intended to bleed must be held within live area. Allow 0.25" trim on all bleed edges
- Additional Acceptable formats include:
 - InDesign with EPS/TIFF support files
 - High resolution (300 dpi) Illustrator and Photoshop files
- No nested files, such as separations placed in Illustrator
- No spot colors, all colors must be CMYK
- Files names **MUST** contain advertiser name or abbreviation
- Please use proper three-letter extension on all file names
- Microsoft Publisher or Word files are **NOT** accepted for professional print
- **DO NOT** provide images pulled from client's websites, Google images, etc.

Deadlines

Advertising Agreement: **FEBRUARY 15, 2019**

Publication Date: **SPRING 2019**

Mail ad materials to:

Lunar Cow Publishing
344 W. Turkeyfoot Lake Rd., Suite B
Akron, OH 44319

OR email to:

BoulderCityChamber@lunarcow.com

Terms & Conditions

This insertion order represents confirmation of the agreement between Agency/Advertiser and Boulder City Chamber of Commerce. Payment is due upon receipt of invoice. **ADS NOT PAID IN FULL WILL NOT BE INCLUDED IN THE DIRECTORY. ONLY PREMIUM AD POSITIONS ARE GUARANTEED. NO REFUNDS.**

Lunar Cow Publishing and Boulder City Chamber of Commerce reserve the right to refuse advertisements on the basis of content or quality of production, and assume no liability for statements or claims made in advertising copy. Lunar Cow Publishing and Boulder City Chamber of Commerce also reserve the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public. **Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT sent within 45 days. Our template ad includes your name, address, phone and website address.**

2019 AD RATES



Company Name: _____
 Address: _____
 State: _____
 Phone: _____
 Website: _____

Contact Name: _____
 City: _____
 Zip: _____
 Fax: _____
 Email: _____

Return signed ad agreement via fax to your sales rep at 330.253.9001 or email to BoulderCityChamber@lunarcow.com

I will submit my completed ad within 15 days of the signed agreement.

LUNAR COW PUBLISHING PROVIDES THE FOLLOWING AD DESIGN SERVICES:

- Ad Design/Redesign** - all new ad design, resizing of an existing ad or significant revisions to an existing ad. Ad components (art/copy) are due within 15 days.
- Minor Ad Update** - Minor change to an existing ad that is available in an editable format. Minor revisions would include simple text changes to editable copy. Image changes are often not minor and will be treated on a case-by-case basis. Lunar Cow will make a determination if requested edit is possible based on provided art.

Ad design fees waived for 1st year advertisers. Up to 3 revisions allowed.

Lunar Cow reserves the right to insert our template ad with your information after 45 days.

Business Directory Rates	
Premium Pages	
<input type="checkbox"/> 2-Page Spread	<input type="checkbox"/> \$2,750
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> \$2,500
<input type="checkbox"/> Inside Facing Front	<input type="checkbox"/> \$2,500
<input type="checkbox"/> Inside Facing TOC	<input type="checkbox"/> \$2,500
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> \$2,500
<input type="checkbox"/> Inside Facing Back	<input type="checkbox"/> \$2,500
<input type="checkbox"/> Back Cover	<input type="checkbox"/> \$2,500
Inside Pages	
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1,500
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$950
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> \$500

ONLY PREMIUM AD POSITIONS ARE GUARANTEED.

FILL OUT & RETURN TO LUNAR COW PUBLISHING:

344 W. Turkeyfoot Lake Rd., Suite B • Akron, OH 44319
 Email to BoulderCityChamber@lunarcow.com
 or fax: 330.253.9001

SEND PAYMENT & MAKE CHECKS PAYABLE TO:

Boulder City Chamber of Commerce
 465 Nevada Way
 Boulder City, NV 89005

Additional Instructions: _____

Authorized By: _____ Title: _____

Signature: _____ Date: _____ Sales Rep: _____

Payment Type

- CHECK
- CREDIT CARD (complete fields below)
 - Mastercard Visa Discover AMEX

Name on Card: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

Billing Phone: _____

Cost & Payment

Base Ad Rate: + \$ _____

Ad Design Cost (if any): + \$ WAIVED

Net Insertion Rate: = \$ _____