

# THE PARKS CHAMBER OF COMMERCE

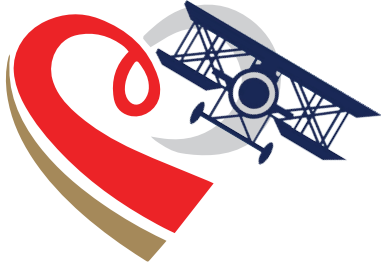
LOVES PARK  MACHESNEY PARK

## THE PARKS CHAMBER 2020 MEMBERSHIP DIRECTORY



Helping Businesses Succeed With The  
Right Tools, Connections & Resources  
[ParksChamber.com](http://ParksChamber.com)

# YOU'RE INVITED TO ADVERTISE



## You're Invited to Promote Your Business in The Parks Chamber 2020 Membership Directory



Dear Members,

Thank you for supporting The Parks Chamber of Commerce and for your ongoing participation as an active member.

Our mission is to help businesses in Northern Illinois succeed with the right tools, connections, and resources. We produce world-class Signature Events to connect and promote our members, we provide state-of-the-art technology to help members promote products and services online, and we publish an annual printed Membership Directory in partnership with Rock Valley Publishing, providing free listings by Business Name and Business Category for all of our members.

Our next printed Membership Directory will be published in April of 2020, and it will be mailed to the nearly 300 members of The Parks Chamber. In addition, 500 copies of the Directory will be distributed by the City of Loves Park, Village of Machesney Park, and The Parks Chamber throughout the upcoming year at events, in high-traffic locations, and more. Last but not least, Rock Valley Publishing will distribute another 3,000 copies of the Directory!

***Will you consider placing an Ad in The Parks Chamber 2020 Membership Directory?*** Your ad will help promote your business throughout the upcoming year, and 100% of your advertising fee will help cover costs associated with producing this special, annual publication.

Rest assured that The Parks Chamber will also continue to promote your business in our new, searchable online Member Directory, which allows visitors to search by Business Name, Business Category, Keyword, and more! Members also benefit from a customized Mobile App, Text Messaging Tool, members-only access to post events on our new Community Calendar, and a tool to easily create Online Coupons that can be integrated into your website.

If you would like to take advantage of this unique opportunity to promote your business for an entire year in this print publication, please contact Maxine Bayer at Rock Valley Publishing by phone at 815.654.4852 or by email at [mbayer@rvpublishing.com](mailto:mbayer@rvpublishing.com).

Thank you in advance for your consideration.

Sincerely,

Tonya Lamia

Executive Director

The Parks Chamber of Commerce

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# ADVERTISING RATES & DEADLINES

The Parks Chamber Membership Directory, produced by Rock Valley Publishing, is scheduled to publish on March 26, 2020. Distributed by the City of Loves Park, Village of Machesney Park, Rock Valley Publishing, and Parks Chamber, this business guide will be a valuable reference for thousands of potential customers who can refer to it regularly throughout the year. It is a magazine-style business guide that contains valuable information about Life in the Parks, business profiles, signature events, and much more. This magazine will also be available online at ParksChamber.com and rvpnews.com.

## Advertising Rates

### Premium Positions

Outside Back Cover \$750

Inside Front Cover \$600

Inside Back Cover \$600

### Additional Ad Sizes

Full Page \$500

Half Page \$250

Quarter Page \$175

Eighth Page \$125

## 2020 Deadlines

Advertiser Payment Due to Rock Valley Publishing: **April 10**

Advertising Artwork Due: **April 10**

Publication Date: **April 30**

Advertising is restricted to members of The Parks Chamber. If you're not a member but wish to advertise, please contact [Tonya@ParksChamber.com](mailto:Tonya@ParksChamber.com) or call 815.633.3999 to learn more about our special membership and advertising offer!

## To Place an Ad

Maxine Bayer  
Rock Valley Publishing  
815.654.4852 • [mbayer@rvpublishing.com](mailto:mbayer@rvpublishing.com)

**ROCK VALLEY**  
Publishing LLC



# AD SPECIFICATIONS

## CAMERA READY AD SPECS

You may provide your ad in a PDF file

We DO NOT accept files done in:

- Pagemaker
- Publisher
- Powerpoint
- Microsoft Word n Microsoft Excel
- Adobe InDesign CS2
- Any Windows document

A printed sample copy must be included with the disk

## FONTS

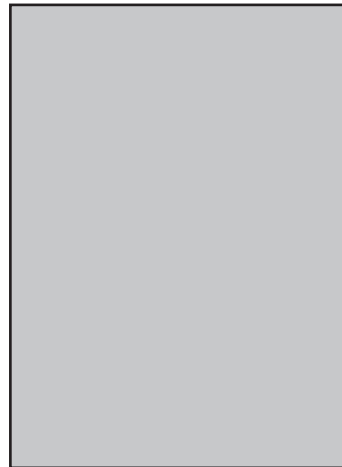
Fonts must be included on the disk as:

- Postscript Level 1 or 2
- Some programs allow fonts to be rendered as art or paths and should be done so if using true-type fonts

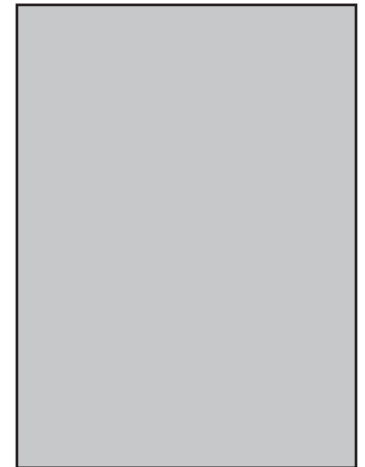
## ART & FILES

- Colors must be converted to CMYK
- No rich black text
- Rich black fills 100% black/40% cyan
- Any art used in the ad must be included on the disk as a TIFF or EPS file
- PDF files (high resolution) can be submitted, but please keep in mind that we cannot change these files if needed
- When generating PDFs, the Compression setting should have no boxes selected and in the Advanced section, select Distill with prologue.ps/epilogue.ps. Also select Device Independent (More Accurate) for Color Conversion
- Files must be submitted with a resolution of 300 dpi for color and grayscale images
- A resolution of 1200 dpi must be used for lineart images
- Art obtained from a website is usually 72 dpi and should not be submitted unless it is a least 300 dpi and of good quality
- Taking a 2 x 2 inch image of 72 dpi and then increasing the image to 300 dpi is not acceptable
- Digital cameras usually offer low resolution files that appear grainy and should not be submitted
- Art should be the size needed for the ad or larger; When small files are enlarged they degrade in quality and should not be submitted

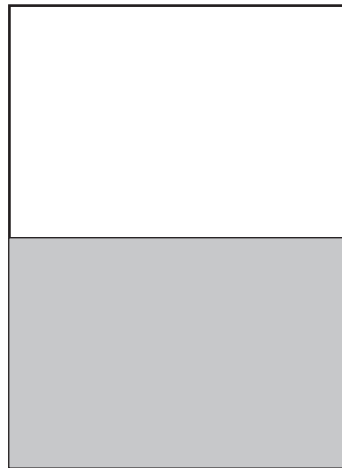
## ADVERTISING OPTIONS



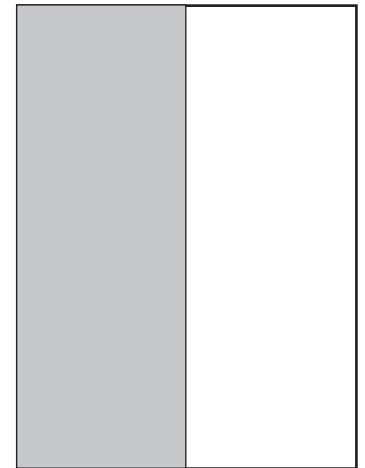
Full Page Bleed  
8.25" x 9.75"



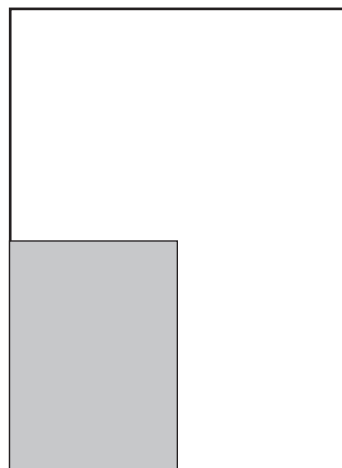
Full Page  
7.25" x 9.75"



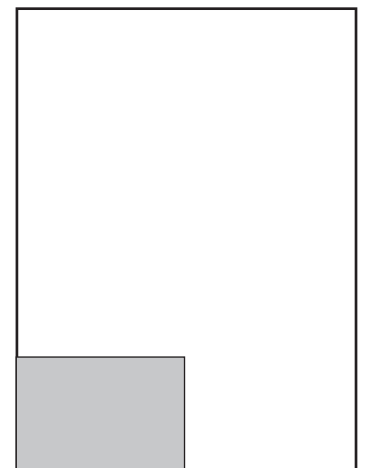
Half Page  
7.25" x 4.8125"



Half Page  
3.5625" x 9.5"



Quarter Page  
3.5625" x 4.8125"



1/8 Page  
3.5625" x 2.3438"

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