

Business Directory, Community and Visitor Guide | Spec & Rate Sheet

RATES

COVER/PREMIUM POSITIONS (full page bleed or no bleed)

| | |
|--------------------|----------|
| Opposite TOC | \$ 4,215 |
| Page 1 & 2 | \$ 4,525 |
| Page 3-5 | \$ 3,725 |
| Inside Back Cover | \$ 3,995 |
| Inside Front Cover | \$ 4,525 |
| Back Cover | \$ 4,675 |

EDITORIAL SECTION (in front section)

| | |
|---------------------|----------|
| Full Page Bleed | \$ 3,495 |
| Full Page No Bleed | \$ 3,495 |
| 1/2 Page Horizontal | \$ 2,930 |
| 1/4 Page Horizontal | \$ 2,095 |

SPECIAL GUIDE SECTIONS* (in front section)

| | |
|---|----------|
| Full Page Bleed +250 word editorial | \$ 3,255 |
| Full Page No Bleed +200 word editorial | \$ 3,255 |
| 1/2 Page Horizontal +150 word editorial | \$ 2,325 |
| 1/4 Page Horizontal +100 word editorial | \$ 1,285 |
| 1/6 Page Horizontal +50 word editorial | \$ 995 |

*Includes Education, Health Care, Accommodations, Entertainment, Shopping, Business Services

DINING GUIDE: Call for sizes and rates

BUSINESS DIRECTORY LISTING SECTION

| | |
|---------------------|----------|
| Full Page No Bleed | \$ 2,775 |
| 1/2 Page Horizontal | \$ 1,865 |
| 1/4 Page Horizontal | \$ 990 |
| 1/6 Page Horizontal | \$ 755 |
| 1/12 Page Vertical | \$ 495 |
| Super Box with Logo | \$ 379 |
| Bold Listing | \$ 149 |
| Extra Category | \$ 50 |

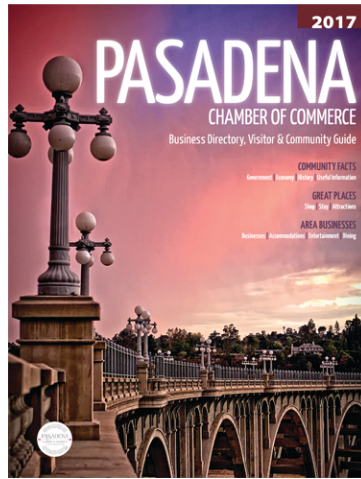
AD SPECS

| | |
|---------------------|----------------|
| Full Page Bleed | 8.75w x 11.25h |
| Full Page No Bleed | 7.5w x 10h |
| 1/2 Page Horizontal | 7.5w x 4.5h |
| 1/4 Page Horizontal | 7.5w x 2.25h |
| 1/6 Page Horizontal | 5.5w x 2.25h |
| 1/12 Page Vertical | 1.75w x 3.75h |

AD FORMAT: High Resolution/Press Quality PDF files. At least 300 DPI resolution, at size. CMYK color preferred. All images and type must be embedded in the PDF file.

QUESTIONS? For information on available ads, email Debra Wells at PasadenaChamberGuide@gmail.com

FINAL AD FILES: All final AD files should be sent to both: Deborah Laux at laux@RosesRoad.com and Debra Wells at PasadenaChamberGuide@gmail.com



PAYMENT: Net 30 days after invoice, or 50% deposit, balance due on approval of ad proof. We Accept Cash, Checks, Visa and MasterCard. You can also pay Online at www.Pasadena-Chamber.org

DISTRIBUTION

**7,000 Directories
8,000 Community
& Visitor Guides
15,000 Total**

To Pasadena Chamber member and businesses throughout the greater Pasadena area.

Includes bulk distribution to hotels, banks, realtors, libraries, the Pasadena Convention and Visitor's Bureau, Burbank Bob Hope Airport and more.

Directories and Community and Visitor Guides are also distributed at the Chamber office to visitors and other interested persons.

General Listing

**Pasadena Chamber of Commerce
Paul Little**
44 North Mentor Ave. Pasadena CA 91106-1745
(626) 79-3355 / FAX (626) 795-5603
info@pasadena-chamber.org
www.pasadena-chamber.org

Bold Listing

**Pasadena Chamber
of Commerce
Paul Little**
44 North Mentor Ave. Pasadena CA
91106-1745
(626) 79-3355 / FAX (626) 795-5603
info@pasadena-chamber.org
www.pasadena-chamber.org

Superbox with Logo



**For advertising informaion and to reserve your space, contact
Debra Wells with the Pasadena Chamber of Commerce: cell 949 322-4765
or email Debra at pasadenachamberguide@gmail.com**