

# Greater SANFORD Regional

CHAMBER OF COMMERCE  
2021-2022 BUSINESS & COMMUNITY GUIDE

## ADVERTISING OPPORTUNITIES



*in partnership with*



# Greetings

## SANFORD 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 2021-2022 Business & Community Guide. We are excited about the opportunities this new publication will offer you.

The Sanford Chamber of Commerce 2021-2022 Business & Community Guide is our premier promotional piece and is the first resource that community and business members will use to promote their business.

Participation in the 2021-2022 Business & Community Guide has great advantages. 1,000 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 advertisement rates included, which detail your options for participation. If you have any questions or wish to participate as an advertiser in our publication, please contact Lunar Cow Publishing's advertising sales, at 800.594.9620 (ext. 1) to learn more about how you can take advantage of this great opportunity to promote your business. We are very excited about the new publication and look forward to your participation.

Sincerely,

**Kim Fulford**  
**Director of Marketing**  
**Sanford Chamber of Commerce**

## SANFORD CHAMBER OF COMMERCE

### 2021-2022 BUSINESS & COMMUNITY GUIDE

**ARTWORK DUE** WITHIN 15 DAYS  
AFTER RECEIPT  
OF AGREEMENT

### PUBLISH

1,000 COPIES OF THE 2021-2022  
BUSINESS & COMMUNITY  
GUIDE ARE DISTRIBUTED  
IN THE BEST LOCATIONS TO  
REACH NEW CUSTOMERS

### SUPPORT

QUESTIONS?  
Contact Advertising Sales at:  
800.594.9620  
Ext. 1

### EMAIL

MATERIALS, ARTWORK AND  
SIGNED AD AGREEMENT TO:

**SanfordChamber@lunarcow.com**

Published by



344 W. Turkeyfoot Lake Rd., Suite B  
Akron, OH 44319  
800.594.9620 ext. 1  
SanfordChamber@lunarcow.com  
lunarcow.com

## 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
- Points Of Interest Pop-ups
- Social Media
- Directions

## BENEFITS

Visitors use the iMap to find lodging and 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 Sanford Chamber of Commerce website.
- 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!



**FREE**

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

**FREE**

Specialty Sponsorship ad with purchase of a half-page printed ad.  
(64 pixels x 64 pixels)

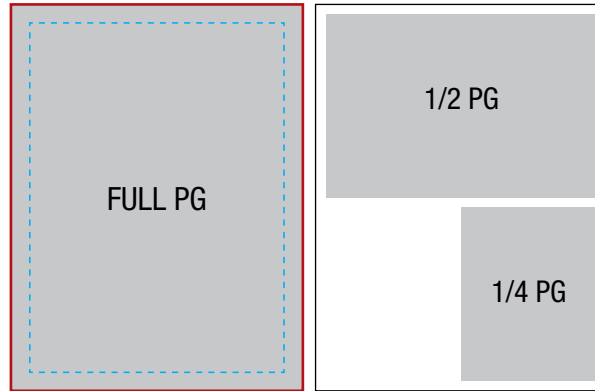


*The iMap pictured is for example purposes only and does not reflect the actual location or advertisers in your region.*

# AD SPEC SHEET

| FULL PAGE                | WIDTH  | HEIGHT  |
|--------------------------|--------|---------|
| Ad Size                  | 8.625" | 11.125" |
| Live Area/Text Safe Zone | 7.875" | 10.375" |

| ADDITIONAL SIZES | WIDTH  | HEIGHT |
|------------------|--------|--------|
| 1/2 Page         | 7.875" | 5.125" |
| 1/4 Page         | 3.875" | 5.125" |



2-page spread specs are available upon request.

--- LIVE AREA/TEXT SAFE ZONE (Your text must live within a 0.375" margin from each edge of the ad to avoid getting trimmed off)

— AD SIZE (This is the full size of the ad. The page's bleed is included in this dimension.)

## TEMPLATE AD

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 with 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
- File 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.

## AD AGREEMENT & ART SUBMISSIONS

EMAIL AD MATERIALS TO:

**SanfordChamber@lunarcow.com**

### DON'T HAVE AD ART CREATED ALREADY?

No problem! Lunar Cow will create the ad **FREE OF CHARGE**

## TERMS & CONDITIONS

This insertion order represents confirmation of the agreement between agency/advertiser and Sanford Chamber of Commerce. Payment is due upon receipt of invoice. **ADS NOT PAID IN FULL WILL NOT BE INCLUDED IN THE PUBLICATION. ONLY PREMIUM AD POSITIONS ARE GUARANTEED.**

**Due to print and publication deadlines, please be advised that all sales are final and no refunds will be issued. Further, due to publication and distribution of print materials containing information as to all Advertisers, no Advertiser may withdraw from participation. Advertiser agrees to participate for the duration of the publication without exception.**

Lunar Cow Publishing and Sanford 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 Sanford 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 and is not revisable, except for errors.**

# AD RATES



SanfordChamber@lunarcow.com

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 State: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_  
 City: \_\_\_\_\_  
 Zip: \_\_\_\_\_  
 Cell: \_\_\_\_\_  
 Email: \_\_\_\_\_

| AD RATES  |  |
|---|--|
| <b>Premium Pages</b>                                  |  |
| <input type="checkbox"/> Back Cover                   | <b>SOLD</b> <input type="checkbox"/> \$2,000 |
| <input type="checkbox"/> Inside Front Cover           | <b>SOLD</b> <input type="checkbox"/> \$1,800 |
| <input type="checkbox"/> Inside Facing Front (Page 3) | <b>SOLD</b> <input type="checkbox"/> \$1,800 |
| <input type="checkbox"/> Inside Back Cover            | <input type="checkbox"/> \$1,800             |
| <input type="checkbox"/> Inside Facing Back           | <input type="checkbox"/> \$1,800             |
| <b>Inside Pages</b>                                   |  |
| <input type="checkbox"/> Full Page                    | <input type="checkbox"/> \$1,300             |
| <input type="checkbox"/> 1/2 Page                     | <input type="checkbox"/> \$900               |
| <input type="checkbox"/> 1/4 Page                     | <input type="checkbox"/> \$650               |

**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:  
**SanfordChamber@lunarcow.com**

## SEND PAYMENT & MAKE CHECKS

### PAYABLE TO:

Sanford Chamber of Commerce  
 230 E. First St.  
 Sanford, FL 32771

**IMPORTANT: Signed ad agreement and all art materials MUST BE returned to SanfordChamber@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. After 45 days of signing agreement, Lunar Cow will create an ad for you that cannot be changed, only revised for errors and omissions.**

**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.

**Up to 3 revisions allowed. Further revisions will incur a design fee of \$125.**

**Lunar Cow reserves the right to insert our template ad with your information after 45 days. No revisions allowed, except for errors.**

## 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

Base Ad Rate + \$ \_\_\_\_\_

Fees (if applicable) + \$ \_\_\_\_\_

Total Due = \$ \_\_\_\_\_

Additional Instructions: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Sales Rep: \_\_\_\_\_