

The Official **2020 South Lake County Chamber of Commerce Visitor & Relocation Magazine**

— ADVERTISING OPPORTUNITIES —



in partnership with



Greetings

South Lake County Chamber of Commerce PARTNERS

We are pleased to announce our new partnership with Lunar Cow Publishing, a firm specializing in destination marketing for the 2020 South Lake County Chamber of Commerce Visitor & Relocation Magazine. We are excited about the opportunities this new publication will offer you.

The 2020 South Lake County Chamber of Commerce Official Visitor & Relocation Magazine is our premier promotional piece. The magazine will be the first resource that visitors use when looking for attractions, planning trips and relocating to South Lake County.

Participation in the Visitor & Relocation Magazine has great advantages.

3,500 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 2020 advertisement rates included, which detail your options for participation. If you have any questions or wish to participate as an advertiser in the South Lake County Chamber of Commerce Official Visitor & Relocation Magazine, please contact Lunar Cow Publishing's advertising sales, at 800.594.9620 (ext. 1) to learn more on how you can take advantage of this great opportunity to promote your business. We are very excited about our new publication and we look forward to your participation.

Sincerely,

David Colby

David Colby

President & CEO

South Lake County Chamber of Commerce



SOUTH LAKE
CHAMBER of COMMERCE

2020 South Lake County Chamber of Commerce OFFICIAL VISITOR & RELOCATION MAGAZINE

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

PUBLISH 3,500 COPIES OF
THE MAGAZINE 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:

SouthLakeChamber@lunarcow.com

Published by



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

800.594.9620 ext. 1
SouthLakeChamber@lunarcow.com
lunarcow.com



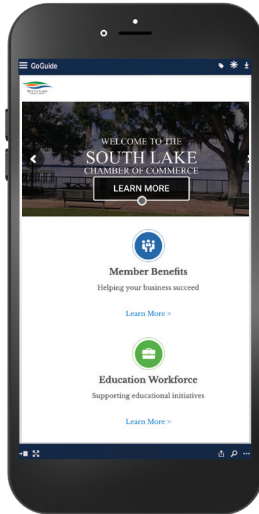
SouthLakeChamber@lunarcow.com

FREE

Specialty Sponsorship ad with purchase of a half-page printed ad. (256 pixels x 256 pixels)

FREE

Featured Sponsorship ad with purchase of a full-page printed ad. (600 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
- Points Of Interest Pop-ups
- Social Media
- Directions
- Itinerary Builder

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 South Lake County 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

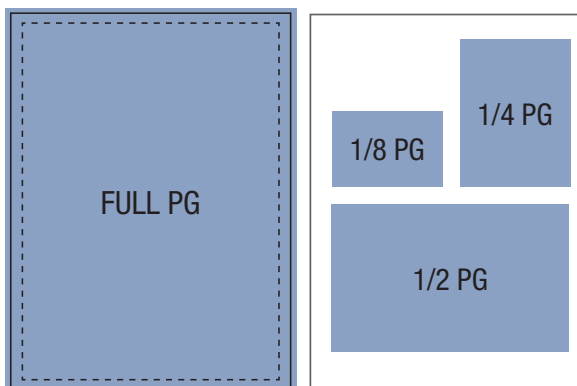
- Placed on our website, where it is in prime position to get in front of the thousands of visitors coming to the region each year!

AD SPEC SHEET



SouthLakeChamber@lunarcow.com

MAGAZINE AD SIZE	WIDTH	HEIGHT
FULL PAGE		
Bleed	8.875"	11.375"
Trim	8.375"	10.875"
Live Area	7.875"	10.375"
ADDITIONAL SIZES		
1/2 Page	7.875"	5.125"
1/4 Page	3.875"	5.125"
1/8 Page	3.875"	2.5"



2-page spread bleed/trim/live sizes 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 NEXT 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.

Deadlines

Advertising Agreement Deadline

SEPTEMBER 27, 2020

Mail ad materials to:

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

OR email to:

SouthLakeChamber
@lunarcow.com

Terms & Conditions

This insertion order represents confirmation of the agreement between agency/advertiser and South Lake County 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. NO REFUNDS.

Lunar Cow Publishing and South Lake County 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 South Lake County 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.**

2020 AD RATES



SOUTH LAKE
CHAMBER of COMMERCE

SouthLakeChamber@lunarcow.com

Company Name: _____

Address: _____

State: _____

Phone: _____

Website: _____

Contact Name: _____

City: _____

Zip: _____

Cell: _____

Email: _____

Magazine Rates

Premium Pages

☐ 2-Page Spread ☐ \$2,000

☐ Back Cover ☐ \$1,899

☐ Inside Front Cover ☐ \$1,685

☐ Inside Facing Front (page 3) ☐ \$1,685

☐ Inside Back Cover ☐ \$1,685

☐ Inside Facing Back ☐ \$1,685

☐ Inside Facing Table of Contents ☐ \$1,575

Inside Pages

☐ Full Page ☐ \$1,468

☐ 1/2 Page ☐ \$955

☐ 1/4 Page ☐ \$665

☐ 1/8 Page ☐ \$509

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:
SouthLakeChamber
@lunarcow.com

SEND PAYMENT & MAKE CHECKS

PAYABLE TO:

South Lake County Chamber of Commerce
620 W. Montrose St.
Clermont, FL 34711

Additional Instructions: _____

Authorized By: _____ Title: _____

Signature: _____ Date: _____ Sales Rep: _____

IMPORTANT: Signed ad agreement and all art materials MUST BE returned to SouthLakeChamber@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 templated 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 & Payment

Base Ad Rate: + \$ _____

Net Insertion Rate: = \$ _____