



Greetings Chamber Members,

The 2010 - 2011 Chamber Directory is going global! The new **directory will be available on the internet as well as in printed form**, which will provide you a powerful edge over your competition! Consumers can still use the traditional printed copy but will now have the option of also searching for products and services using the new online Directory.

The new online Directory benefits your business because. . .

- It looks just like the printed Directory -- shoppers can flip through pages - or - do a specific key word search.
- Consumers can click on your ad's web address and it will link directly to your website!
- Your ad will be in color -- at no extra charge (online Directory only).
- Consumers can share your information with others on Facebook, Twitter, and Myspace.
- Online Directory is accessible by iPhone.
- Ad prices remain the same as last year, even with color ads and the link to your website!

Here's how shoppers will get the printed Directory and the new Online Directory:

- 8,000 printed copies will be available to the public at several key locations in the Kirkwood - Des Peres area.
- Over 900 Chamber members will be mailed a printed Directory.
- The link to the online Directory will be on the Chamber's homepage.
- Newspaper ads will direct consumers to Directory pick-up locations and provide the website address for online Directory.

We look forward to including you as an advertiser in the Chamber Directory. Please see the attached ad contract and technical information for deadlines and details on advertising. Don't hesitate to call Gina March at (314) 821-4161 or email her at gina@thechamber.us with any questions.

Sincerely,

Jim Wright
President and CEO

Advertising Contract

2010 – 2011 Chamber Business Directory

Kirkwood-Des Peres Area Chamber of Commerce

Complete this advertising contract and submit with payment

Business Name: _____ Contact Person: _____
Business Address: _____ City: _____ State: _____ Zip: _____
Phone: (B) _____ (C) _____ Email: _____

Read the important information about the 2010 – '11 Directory

The 2010 - 2011 Directory will be in traditional print **AND** as an online Directory.

Ads will be in **black & white in the printed Directory**. Ads will be in **color in the online Directory** – at no extra charge.

If you do not submit your ad in color it will appear in B&W in both the printed and online Directory.

You may submit your ad in color and we will convert to B & W for the printed Directory **or** you can submit two ads in color and B & W.

Deadline for contract and payment is **Tuesday, November 3rd** and for ad copy is **Tuesday, December 8th**

Check all that apply

- I have selected my ad size below and indicated if I need design assistance.
- I will submit my ad in color, camera-ready for use in the online Directory. The Chamber may convert my color ad to B&W for the print directory.
- I will submit my ad in two formats - color and B&W.
- Use my ad from last year with no changes – I understand that it will appear in B&W in both the printed and online Directory.
- My ad from last year needs minor updates. I will pay \$15 for the Chamber's graphic designer to update.
- I need help designing my ad. I will contact the Chamber's graphic designer and include the design fee in my payment.

Complete payment Information:

I have enclosed a check: Amount \$ _____

Charge my credit card: Amount \$ _____ MC/VISA/AmEx Credit Card # _____ Exp. date _____

Address/zip code for this credit card: _____

By signing my name, I agree to pay the KDACC for this ad: _____

Select Ad: Ad Choices: Dimensions (W x H): Ad Cost: Design Fee:*

SOLD	Outside Back Cover	7 3/8 x 9 7/8"	\$1400	\$85
SOLD	Inside Front Cover	7 3/8 x 9 7/8"	\$1150	\$85
SOLD	Inside Back Cover	7 3/8 x 9 7/8"	\$1150	\$85
	Full-Page	7 3/8 x 9 7/8"	\$1000	\$85
	Half-Page (H)	7 3/8 x 4 15/16"	\$ 550	\$65
	Half-Page (V)	3 11/16 x 9 7/8"	\$ 550	\$65
	Quarter-Page (H)	7 3/8 x 2 7/16"	\$ 275	\$45
	Quarter-Page (V)	3 11/16 x 4 15/16"	\$ 275	\$45
	Business Card (H)	3 11/16 x 1 15/16"	\$ 165	\$25
	Business Card (V)	1 15/16 x 3 11/16"	\$ 165	\$25

Return contract to:

Gina March
Kirkwood-Des Peres Area Chamber
108 W. Adams
St. Louis, MO 63122
or fax to: (314) 821-5229

**Contract questions?
Call Gina at (314) 821-4161**

Key to abbreviations:

(V) = Vertical, (H) = Horizontal
(W x H) = Width x Height

* **Design fee:** required if graphic design services are used to create or make alterations to the ad.

Deadlines & Technical Info

2010 – 2011 Chamber Business Directory

Kirkwood-Des Peres Area Chamber of Commerce

Deadlines:

Your ad will appear in the 2010—2011 Directory if . . .

___ Your Chamber membership is up to date.

___ We receive your contract and payment by: **Tuesday, November 3rd**

___ We receive your ad copy by: **Tuesday, December 8th**

Where to Send Your Ad Copy & Artwork:

Debbie Meehling (graphic designer for The Chamber)

Email: deb.meehling@sbcglobal.net

Phone: (618) 304-2622

General Information Concerning Your Ad:

- The Directory will be in traditional print **AND** as an online Directory
- Ads will be in **black & white in the printed Directory**. Ads will be in **color in the online Directory** – at no extra charge.
- If you do not submit your ad in color it will appear in B&W in both the printed and online Directory
- Your ad may be submitted in color and we will convert to B&W for the printed Directory
- You may also submit two ads, one in B&W and one in color

Technical Information Concerning Your Ad:

- In order to produce the highest quality publication, the Directory is prepared digitally.
- Ad prices listed are for those ads burned on a CD-rom, or e-mailed as a TIFF or EPS attachment to the Chamber's graphic designer, deb.meehling@sbcglobal.net. (Please provide hard copy for accuracy.)
- MAC and PC files will be accepted if prepared using Adobe Photoshop, Adobe Illustrator, or QuarkXpress.
- Include all fonts and supporting artwork used in your ad.
- All artwork needs to be saved as EPS or TIFF files at 300 dpi. Truetype fonts are not acceptable, unless converted to paths.
- Please do not provide pdf files.
- If the supplied electronic format is not compatible, a design fee will be charged. While ads produced as electronic files are preferred to insure quality, we realize some of our advertisers may not have this capability.
- Camera-ready art will go to press "as is".
- Please double-check your size and copy, as it is difficult and sometimes impossible to make corrections.

If you do not understand all of this technical information, the professional preparing your ad will. Please give her/him this page because s/he will need this information to create the appropriate ad for this publication.

If you have any questions concerning these specifications, please call Debbie Meehling at (618) 304-2622 or email her at deb.meehling@sbcglobal.net.

Also, if you need assistance making minor updates to an existing ad or creating a new ad, please call Debbie. The cost for these services is listed on the contract under Design Fees.