

*The Evanston Chamber of Commerce is again pleased to offer its members an exclusive added-value benefit...*

## **The Evanston 2011 Community Guide & Annual Report**

- Evanston's most affordable and valuable print advertising buy
- Two-time recipient of the American Graphic Design Award from Graphic Design USA
- Year-long shelf life
- Special Discounts for Website and E-mail Advertising
- Requested by prospective residents & businesses

The Guide is distributed among Evanston's residents, businesses and students:

- Over 25,000 Evanston households
- Chamber member businesses
- Relocating businesses & residents
- Northwestern students & staff

Over the past ten years, Evanston has seen tremendous economic and real estate growth. In response, The Evanston Chamber of Commerce recognized the need to upgrade our Community Guide. The result was a critically acclaimed and national award-winning publication that sold out quickly.

Once again, our publication will be 55% glossy with valuable community and business information in the middle of our 2011 guide.

All Chamber members receive two free listings—one within the categorical buyer's guide and the other in our alphabetical Chamber roster/advertiser's index.

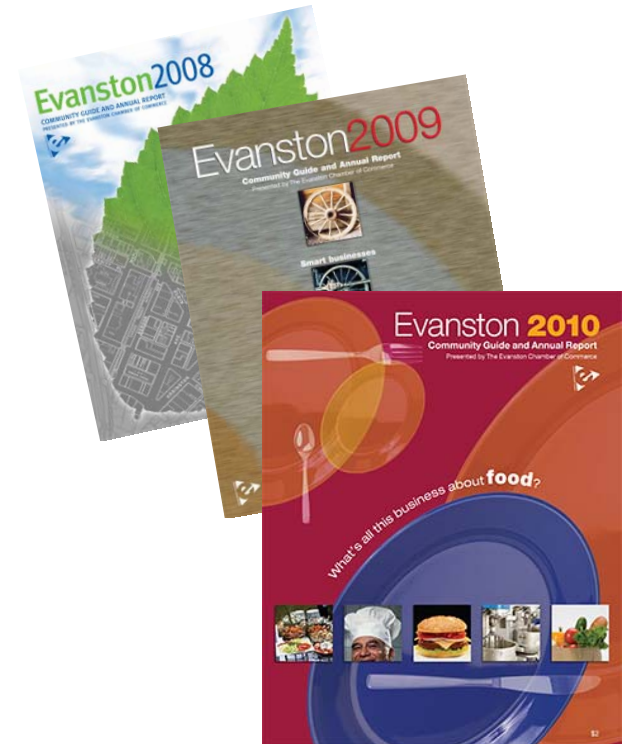
Art services are available through our contract design firm to advertisers who do not have camera-ready artwork for their ads. An estimate for artwork charges will be provided at the outset, and all charges are due before work on the ad begins.

**Evanston Chamber of Commerce**  
**1840 Oak Avenue**  
**Suite LM110**  
**Evanston, IL 60201**  
**Phone: 847-328-1500**  
**Fax: 847-328-1510**  
**info@evchamber.com**



**The Evanston Chamber of Commerce  
is proud to present**

## **The Award-Winning Evanston Community Guide & Annual Report 2011**



**Special Incentives for  
Website Ads!!**

## 2011 Community Guide Rates Special Website Ad Discounts

Ad Size	Full Color	Black/White	Web Deal
Full Page	\$2,000	\$1,800	50% off
Half Page	\$1,200	\$1,000	40% off
1/3 Page	\$900	\$750	30% off
1/4 Page	\$700	\$550	20% off
Banner	\$700	\$550	20% off
1/8 Page	\$350	\$250	10% off

### Premium Placement Rates (Full Page Ads Only)

Two-Page	\$3,500
Back Cover	\$3,000
Inside Front & Back 1&2	\$2,500

Color separations must be provided.

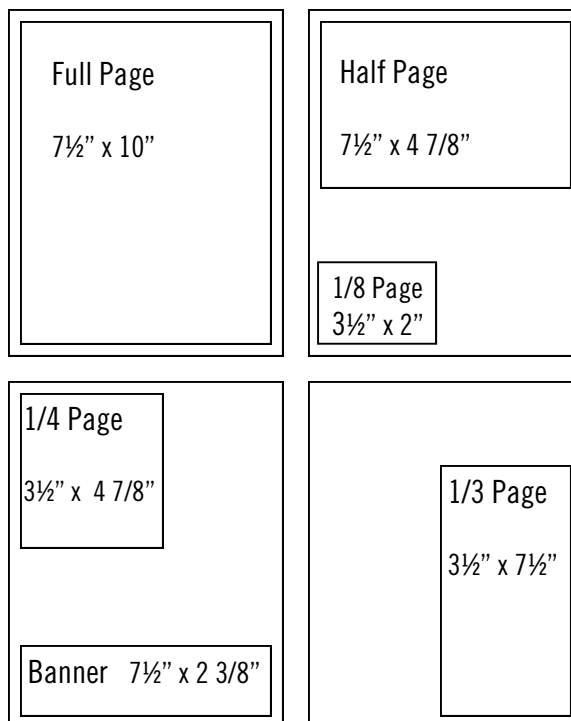
#### Reproduction Requirements

- Printed on 50# offset paper and 70# enamel text paper
- Ads will be reproduced using a 133 line screen
- Digital files are preferred
  - All photographic images must be CMYK & 300 dpi
  - Send a distilled Adobe Acrobat PDF file
  - All fonts must be embedded
- Many formats accepted; contact us to arrange a test
- Small ads may be emailed. Larger ads should be supplied on a Windows- or Mac-compatible CD.
- For all ads, please supply a printout of the final ad along with your digital file so we may check our output.
- Ad slicks are acceptable only for black/white ads with no photographs or graphic elements that contain grey tones.

## Community Guide Extras

- All Advertisers receive discount on website advertising at [www.evchamber.com](http://www.evchamber.com)
- All Advertisers receive free copies, based upon size of ad
- Evanston residents & businesses consult the Community Guide year-round, so your ad gets **12 months of exposure!**
- Advertise alongside national, regional and local sponsors

### Community Guide Ad Layouts



## Terms and Deadlines

### Space Reservation/Payment Deadline:

**Wednesday, December 15, 2011**

Space is reserved upon The Chamber's receipt of payment and the signed advertising contract.

### Camera-ready Artwork Deadline:

**Friday, February 18, 2011**

Any materials submitted that are not camera-ready or ready to print will be subject to additional ad preparation fees. Please call with any questions.

### Publication Date: Second Quarter 2011

**To reserve ad space,  
or for more info, contact:**

**Brooke Saucier**

Manager of Membership, Marketing & Development

**847.328.1500, ext. 25**

**[brooke@evchamber.com](mailto:brooke@evchamber.com)**

