

KENOSHA AREA

2017 – 2018 LOCAL BUSINESS GUIDE

ADVERTISING RATES

DISPLAY ADVERTISING

Back Cover.....	\$2700
Inside Front Cover	\$2400
Inside Back Cover	\$2400
Full Page.....	\$1400
Kenosha County Map (incl. 1/4 pg in directory).....	\$900
1/2 Page (horizontal or vertical).....	\$750
1/4 Page	\$400
1/8 Page (Business Card)	\$250

DIRECTORY UPGRADES

Add Logo with Listing	\$50
Business Name Bolded & Blue	\$25
Ad 25-Word Description	\$25

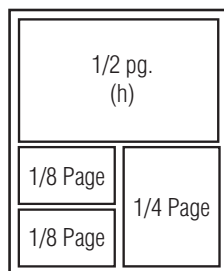
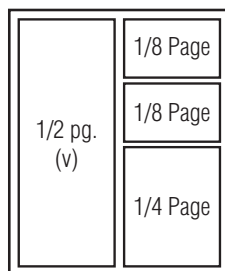
AD SIZING

AD SIZE (INCHES)

	WIDTH	HEIGHT
Kenosha County Map	3.125"	1.875"
Full Page	7.35"	9.875"
1/2 Vertical	3.4375"	9.875"
1/2 Horizontal	7.375"	4.6875"
1/4 Page	3.4375"	4.6875"
1/8 Page (Business Card)	3.5"	2"

AD SIZE (PIXELS)

	WIDTH	HEIGHT
Kenosha County Map	938 px	563 px
Full Page	2213 px	2963 px
1/2 Vertical	1031 px	2963 px
1/2 Horizontal	2213 px	1406 px
1/4 Page	1031 px	1406 px
1/8 Page (Business Card)	1050 px	600 px



REQUIREMENTS

MECHANICAL REQUIREMENTS

- Publication trim size 8.375" x 10.875"
- Printing process: 4/4 Press sheet fed
- Bindery: Saddle Stitched

DISK-READY MATERIALS

- All ads required in either PDF, TIFF or high-quality JPG in the exact dimensions listed below.
- PDF files must be high resolution, fonts embedded, CMYK and built to the exact ad dimensions (no crop marks, info slugs or other extraneous non-ad material). PDF documents may be converted.
- NO spot colors. All colors must be CMYK.
- High resolution means photos originate at at least 300 dpi.
- Microsoft Word and Publisher files are NOT accepted or supported.

DISTRIBUTION & PRINTING

- Distribution at Kenosha Businesses and Public Offices.
- Distribution at Chamber events.
- Inclusion in Chamber Newcomer Packets.
- Additional copies available to Member businesses for distribution to community.
- 5000 minimum printed, with 1000 direct mailed to Chamber Members and local dignitaries.
- All ads printed in full color.

Ad Agreements due by: **FRIDAY, APRIL 28**

Final Ad Artwork due by: **FRIDAY, MAY 5**

NEW!

Pick-up your Chamber Book ad into the Kenosha News, KN Sampler or Zion-Benton News for FREE!

Call 656-6231 or email dstrash@kenoshanews.com to place your ad!