

Ad Specifications & Rates Vol. 3

Rates

Regular rates in black *Limited time rates in teal*

Ad Size	Chamber Members	Foster City Businesses	Outside Foster City
2 Page Spread	\$6,300	\$8,100	\$9,900
	\$5,800	\$6,600	\$8,100
Full Page	\$3,350	\$4,050	\$4,700
	\$2,900	\$3,300	\$4,060
2/3 Page	\$2,650	\$3,150	\$3,650
	\$2,250	\$2,650	\$3,150
1/2 Page	\$2,300	\$2,700	\$3,000
	\$1,850	\$2,300	\$2,600
1/3 Page	\$1,900	\$2,250	\$2,550
	\$1,600	\$1,900	\$2,250
1/4 Page	\$1,550	\$1,850	\$2,150
	\$1,300	\$1,550	\$1,820
1/6 Page	\$950	\$1,150	\$1,350
	\$750	\$950	\$1,150
1/8 Page	\$475	\$575	\$675
	\$375	\$475	\$575

Premium Positions

Back Cover	\$7,700	\$10,100	\$13,500
	\$7,200	\$7,700	\$10,080
Inside Front	\$7,300	\$9,500	\$11,700
	\$6,800	\$7,300	\$9,520
Page 3	\$7,300	\$9,500	\$11,700
	\$6,800	\$7,300	\$9,520
Page 5	\$6,800	\$8,800	\$10,800
	\$6,300	\$6,800	\$8,820
Page 7	\$6,500	\$8,400	\$10,300
	\$6,000	\$6,500	\$8,400
Inside Back	\$7,300	\$9,500	\$11,700
	\$6,800	\$7,300	\$9,520
Inside Back 2	\$7,300	\$9,500	\$11,700
	\$6,800	\$7,300	\$9,520

Graphics

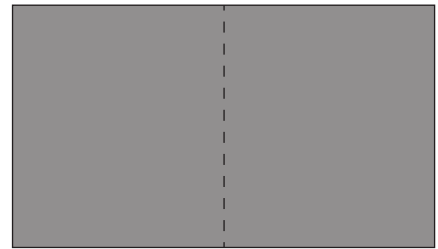
All ads received are to be in final print ready format (see specifications to the right, NO Word or PPT files) and must be approved by the Chamber of Commerce. The Publisher may reject or cancel any advertisement for any reason at any time.

Ad design services are available through Adduci Studios at \$70 per half hour, invoiced separately.

info@adducistudios.com

Ad Sales

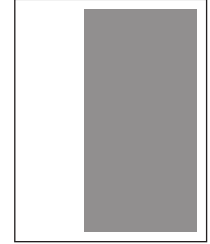
Ad sales open **July 31, 2019**. Contact the Foster City Chamber of Commerce at **650.573.7600** or [download the Advertising Contract](#) at fc-livingLOCAL.com



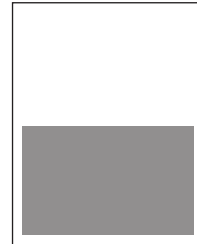
2 Page Spread Bleed
19.25" x 12.25"
Trim - 19" x 12"



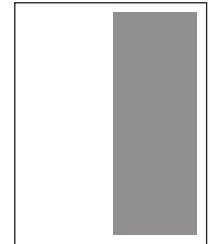
Full Page Bleed
9.75" x 12.25"
Trim - 9.5" x 12"



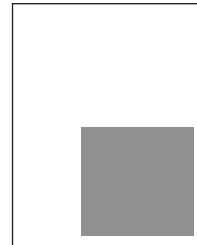
2/3 Vertical
5.58" x 11"



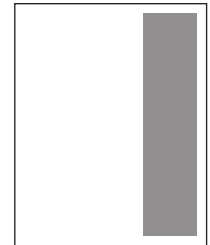
1/2 Horizontal
8.5" x 5.375"



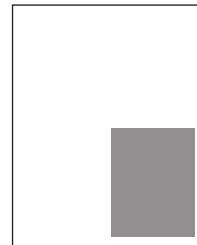
1/2 Vertical
4.125" x 11"



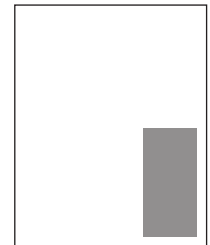
1/3 Square
5.58" x 5.375"



1/3 Vertical
2.67" x 11"



1/4 Square
4.125" x 5.375"



1/6 Vertical
2.67" x 5.375"



1/8 Square
2.67" x 2.67"

Color Space: CMYK only
Preferred Format: All materials should be sent as Press Quality PDF's to your Account Manager
Publication Trim Size: 9.5" x 12"
Safety: 1/2" from trim on all sides
Binding Method: 4.125" x 5.375"
Image Resolution: 300 dpi Line Screen: 150 lpi
Materials Shipping Address:
 100 Grand Lane, Suite B
 Foster City, CA 94404
Attention: Marah Curry
 Foster City Chamber of Commerce

Feature Options

Volume 3 Feature Article* Specifications and Rates

Features in Volume 3 will reflect a position of what a business' impact and reach are: Community impact, social impact, and what they see their corporate responsibility to be. The purpose is to show how local businesses are impacting both the community and global stages. These businesses are redefining what local is. The outline for the features will roughly follow the theme "Mantras that drive companies". Each feature will have a unique sidebar that presents that company's mantra, and the article would articulate its work relative to it. There are three feature layouts available, in addition to a single premium center spread.

Rates

Feature Size	Early Rate	Foster City Businesses	Outside Foster City
Center Spread	\$15,500	\$20,000	\$26,000
4 Page Spread	\$13,000	\$17,000	\$22,000
3 Page Spread	\$10,500	\$13,750	\$17,750
2 Page Spread	\$8,000	\$10,500	\$13,250

*Features only available to Chamber members

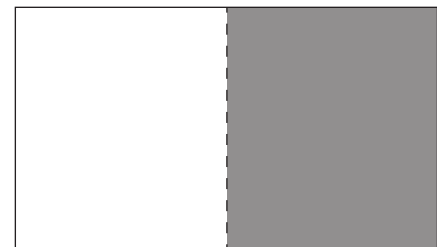
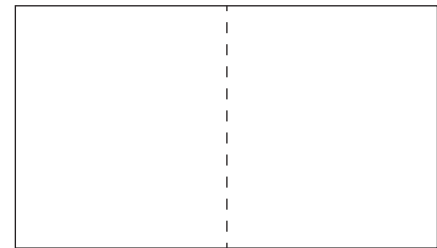
Specifications

4 Page Spread: Includes approximately 1,200 - 1,500 words, 3-4 photos and a full page ad.

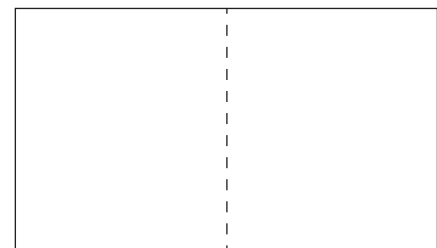
3 Page Spread: Includes approximately 800 - 1,200 words, 2-3 photos and a full or half page ad.

2 Page Spread: Includes approximately 500 - 700 words, 1-2 photos and a half page ad.

Layout may vary depending upon ad size and word count. Speak to your representative for assistance if needed.



4 Page Spread
~1200-1500 words, 3-4 photos
full page ad



3 Page Spread
~800-1200 words, 2-3 photos
full or half-page ad



2 Page Spread
~500-700 words, 1-2 photos
half-page ad

Limited time early bird rates (indicated with color fill) require payment in full before August 31, 2019. Speak with the Chamber of Commerce for details.