

# One Chamber. Seven Communities. One Goal: Success!

## Be Part of the Success! Promote Your Business!

# 2019

### Business Referral & Community Guide

The Business Referral & Community Guide is a 48-page, year-long profile of our Northwest Metroport region, showcasing relevant facts and data - not only for each community, but for our entire area. Distributed to thousands, it is a great resource for marketing your business **the whole year!**

Join the **award-winning publication!** The 2018 guide earned Third Place from the Texas Chamber of Commerce Executives' marketing awards! Among the best in Texas!

### Distribution

- Chamber Membership Luncheons, special events and activities throughout the year
- Chamber office & vestibule
- City & Town Halls for Argyle, Haslet, Justin, Northlake, Roanoke, Trophy Club and Westlake
- Roanoke Visitors Center
- Prospective member folders
- New business packets
- Economic development marketing
- Digitally on NWMetroportChamber.org

**FREE BLUE  
BOOSTER**  
(\$50 Value!)

Reserve ad space by  
**OCTOBER 15**  
and receive a free  
Blue Booster Listing!

### Space & Artwork Deadline

**NOVEMBER 1**

**Rhonda Martin (817) 837-1000**  
**rhonda@nwmetroportchamber.org**



**Award-Winning, Regional Publication!**  
**Great Resource for B2B Promotion!**  
**Year-Long Exposure!**



### 2019 Advertising Rates

4 Color Ads Rates & Sizes*			
Back Cover	\$3,000	Half Page	\$1,200
Inside Front Cover	\$2,500	1/4 Page Color	\$750
Inside Front Facing	\$2,500	1/8 Page Color	\$500
Inside Back Cover	\$2,400	1/4 Page B&W	\$400
Inside Back Facing	\$2,300	1/8 Page B&W	\$250
Full Page	\$2,000	Blue Booster	\$50

\*Full & Half page ads displayed in editorial section;  
1/4 page & 1/8 page ads displayed in directory section.



**Northwest Metroport**  
Chamber of Commerce



# Northwest Metroport Chamber of Commerce

## 2019 Business Referral & Community Guide

### ADVERTISING CONTRACT

Company: _____	Agency: _____
Contact: _____	Contact: _____
Address: _____	Address: _____
City, State, Zip: _____	City, State, Zip: _____
Phone: _____ Fax: _____	Phone: _____
Email: _____	
Billing Address (if different): _____	Special Instructions:
_____	
_____	

#### Ad Contract: (checkmark below)

- |  |   |
|--|---|
| <input type="checkbox"/> Back Cover \$5,000          | <input type="checkbox"/> 1/2 Page (Color) \$1,200 |
| <input type="checkbox"/> Inside Front Cover \$2,750  | <input type="checkbox"/> 1/4 Page (Color) \$750   |
| <input type="checkbox"/> Inside Front Facing \$2,500 | <input type="checkbox"/> 1/8 Page (Color) \$500   |
| <input type="checkbox"/> Inside Back Cover \$2,400   | <input type="checkbox"/> 1/4 Page (B&W) \$400     |
| <input type="checkbox"/> Inside Back Facing \$2,300  | <input type="checkbox"/> 1/8 Page (B&W) \$250     |
| <input type="checkbox"/> Full Page \$2,000           |   |

#### Display Options:

- ☐ Guaranteed placement -10% of ad rate
- ☐ Additional Category Listing in Directory \$75
- ☐ **FREE Blue Booster Listing - Order by 10/15!**
- ☐ Blue Booster Listing \$50 (1 alpha, 1 category) after October 15

Advertising Space Rate: \$	_____
Display Options: \$	_____
Total Payment Due: \$	_____

**Fax form to 817.837.1002 or scan & email to rhonda@nwmetroportchamber.org.**

**TERMS OF CONTRACT:** Ad space is available to members in good standing of the Northwest Metroport Chamber of Commerce (NWMCC). Net 30 days from date of invoice. NWMCC reserves the right to not publish ads that are not paid in full by publication date.

#### GENERAL CONDITIONS:

- Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reasons of any claims arising out of publication.
- This contract may be cancelled by either party upon written notice before midnight of the seventh day after signing this agreement. Cancellation after midnight of the seventh day after the signing of this agreement will result in a cancellation fee of 50 percent of the ad rate. No cancellations will be accepted after the sales closing date.
- Publisher shall not be liable for any costs or damages if for any reason it fails to publish advertisement.
- All contents of advertisement are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement.
- Other than paid premium positions, positioning of advertisement is at the discretion of the publisher.
- All artwork will be provided to the publisher no later than **Wednesday, November 1, 2018.**

**STATEMENT:** By my signature below, I agree that I have read, understand and agree to the terms of this contract.

SIGNATURE: \_\_\_\_\_ TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_ I am the authorized person within this company to approve this contract. \_\_\_\_\_ Customer Initial



Northwest Metroport  
Chamber of Commerce

## **2019 Business Referral & Community Guide**

### **Mechanical Specifications:**

#### **Full Page**

- Bleed = 8.5" wide x 11" tall (*include an additional 1/8" bleed on all four sides*)
- No bleed = 7.5" wide x 10" tall

#### **1/2 Page**

- Horizontal = 7.5" wide x 4.875" tall
- Vertical = 3.625" wide x 10" tall

#### **1/4 Page (Color and B&W)**

- Horizontal = 7.5" wide x 2.3124" tall
- Vertical = 3.625" wide x 4.875" tall

#### **1/8 Page (Color and B&W)**

- Horizontal only = 3.625" wide x 2.3125" tall

#### **Need A Designer?**

For your best return on investment, use a professional graphic designer to produce your advertisement. We recommend Chamber member Third Eye Creative:

##### **Nick Alemond**

Founder, Principal Creative  
Third Eye Creative  
phone: 817.301.4126  
email: [info@thirdeyecreative.space](mailto:info@thirdeyecreative.space)  
rate: \$75/hour

**Acceptable File Formats:** High resolution .pdf, .tif, .jpg, and .png. We also accept files in InDesign, Photoshop and Illustrator (CS3 or newer.) Files should be 300 dpi or greater. Please embed or include font information or substitutions may occur. All color settings must be CMYK. All spot color should be converted to CMYK.

We **do not** accept files that are not compatible with Macintosh (example: MS Publisher, MS Word, Corel, etc.)

Photos, images and artwork must be scanned/created at 300 dpi or higher. Please do not use photos or logos from websites due to low print quality.

Grammar, punctuation and spelling are the responsibility of the advertiser.

Please include business name and ad size in your email message. Attachments larger than 7MB should be sent via a file sharing site.

The Northwest Metroport Chamber is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased. Please double check specs before sending.

**Artwork Deadline: November 1**

**Send To: Rhonda Martin**

**Email: [rhonda@nwmetroportchamber.org](mailto:rhonda@nwmetroportchamber.org)**

**Subject: 2019 Chamber Directory Ad**