

THE BLAIR CHAMBER
GUIDE



Quality of Life, 2017 Membership Directory and Buyers' Guide

ADVERTISING SPECIFICATIONS AND DIMENSIONS

KEY DATES

Ad space reservation February 24, 2017
 Ad copy/CR ad due March 10, 2017
 Distribution of books March 30, 2017

SUBMITTING ELECTRONIC AD MATERIALS

Barash Publications will accept PDF, tiff, eps, or jpg files at 300 dpi at actual ad size.

FREE AD DESIGN

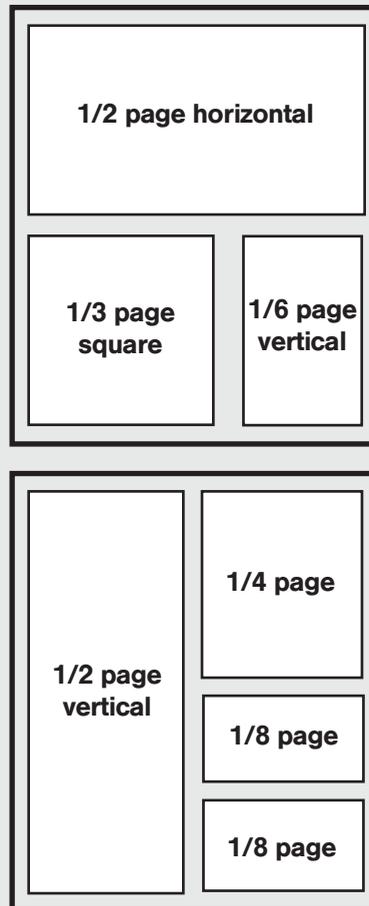
If Barash is producing your ad, please provide the following materials: general input on ad layout, text, images, and logo. We accept tiff, eps, and jpg files, minimum 300 dpi at 100% size, and original photographs. We cannot accept low resolution images from the Internet or low quality printed materials for scanning. An ad proof will be sent for review and approval.

Ad materials can be submitted by email:
ads@barashmedia.com or **ads2@barashmedia.com**
 or mail:

Attn: Advertising
Barash Media
403 S. Allen St.
State College, PA 16801

Make checks payable to Barash Media

AD DIMENSIONS



Ad size	width		height
Full page non-bleed.....	7.25"	x	9.875"
Full page, bleed.....	8.75"	x	11.375"
Trim size.....	8.25"	x	10.875"
1/2 page, horizontal.....	7.25"	x	4.75"
1/2 page, vertical.....	4.75"	x	7.25"
1/3 page, square.....	4.75"	x	4.75"
1/4 page, vertical.....	2.25"	x	4.75"
1/6 page, horizontal.....	4.75"	x	2.25"
1/6 page, vertical.....	2.25"	x	4.75"
1/8 page, horizontal.....	3.627"	x	4.875"



403 South Allen Street
 State College, PA 16801
 (814) 238-5051
 fax: (814) 238-3415

The Blair County Chamber of Commerce presents

Quality of Life, 2017 Membership Directory and Buyers' Guide

Promoting Blair County

Teaming up with Barash Media again to produce the No. 1 marketing and recruitment tool for Blair County, as well as the region's top business-to-business resource, the **Quality of Life, 2017 Membership Directory and Buyers' Guide**.

What's Inside?

Quality of Life

A full-color, up-to-date editorial section featuring the benefits of living and working in Blair County. Includes a map of the area. Topics are: Agriculture & Agribusiness, Arts & Culture, Business & Industry, Dining & Shopping, Economic Development, Education, Government, Health Care, Caring for Seniors, Housing & Real Estate, Lodging, Sports and Recreation, Transportation, and Worship.

About the Chamber

Information on Chamber events and programs, and the benefits of Chamber membership.

Comprehensive Membership Directory

An accurate, current alphabetical directory in which all Chamber members receive a FREE listing that includes:

- Business/organization name and address
- Telephone and fax numbers
- Website and E-mail address
- Key business contact
- Business/organization category

Buyers' Guide (Special Advertising Section)

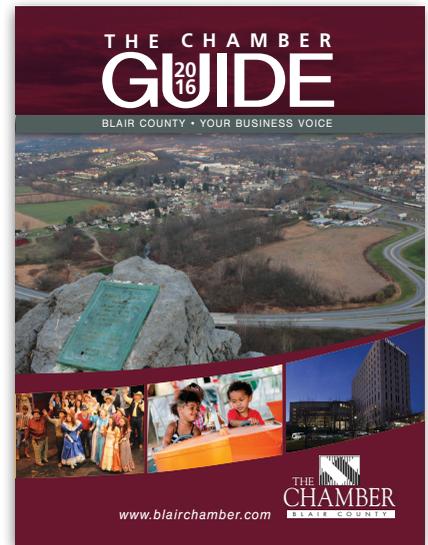
A complete guide to member businesses and services, listed by business/organization category.

Distribution

3,200 spiral-bound copies will be distributed to Chamber members, visitors and information centers, commercial and industrial prospects, newcomers and relocation packets, professional executives, and to volume distributors such as banks, realtors, hospitals, colleges, hotels, restaurants and retailers.

The Benefits of Advertising

- Repeated Impressions: Because the directory is such a valuable business resource, members turn to it again and again—seeing your listing or ad multiple times.
- Reach NEW and CURRENT Key Decision-Makers: Guaranteed! Every Chamber member will receive a free copy of this valuable directory, to be used as their personal business-to-business directory. This publication is also a key component of the Chamber's marketing, economic development, and relocation efforts.
- Advertisers' Index: features page location and website address of all advertisers



Key Dates: *Membership Directory and Buyers' Guide*

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Ad copy/camera ready ads due March 10, 2017
Distribution of books..... March 30, 2017

Send ads to:
ads@barashmedia.com
or ads2@barashmedia.com

**Make checks payable to
Barash Media**



BLAIR COUNTY CHAMBER OF COMMERCE
The Devorris Center for Business Development
3900 Industrial Park Drive • Suite 12 • Altoona, PA 16602
814-943-8151 • Fax: 814-943-5239



403 South Allen Street
State College, PA 16801
(814) 238-5051 • (800) 326-9584
fax: (814) 238-3415

Quality of Life, 2017 Membership Directory and Buyers' Guide

THE PUBLISHER



403 S. Allen St., Box 77, State College, PA 16804
 ph: 814-238-5051
 fax: 814-238-3415

KEY DATES & DEADLINES

Ad space reserve February 24, 2017
 Ad copy due March 10, 2017
 Distribution of books March 30, 2017

DISTRIBUTION

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BILLING & TERMS

Advertisers will be billed April 2017. Payment due within 30 days. 1.5% monthly finance charge added to amounts 30 days or more delinquent.

Make Checks Payable to: Barash Media

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FREE AD DESIGN

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PUBLISHER/ADVERTISER

All advertisements are accepted and published upon representation that the party placing the ad is authorized to publish it. In consideration of the acceptance, advertiser and/or agency agree to indemnify and save the publisher and Blair County Chamber of Commerce harmless from and against any loss or expense or claims based upon the content of the advertisement.

ADVERTISING RATES

PREFERRED POSITIONS

Full Page Size	Rate
Back cover	\$2,595
Inside front cover	\$2,395
Inside back cover	\$2,395
Page one	\$2,395
Page opposite table of contents	\$2,395
Page opposite area map	\$2,395

REGULAR ADS

Size/Color	Orientation	Rate
Full page: 4-color		\$2,195
Full page: b&w		\$1,995
1/2 page: 4-color	H or V	\$1,495
1/2 page: b&w	H or V	\$1,295
1/3 page: 4-color	Square	\$1,195
1/4 page: 4-color	V	\$995
1/4 page, b/w	V	\$795
1/6 page: 4-color	V	\$795
1/8 page: 4-color		\$495

Place Ad in: Display Section Buyers Guide Section

Extra Listing
 Category _____ \$100
 Category _____ \$100

ALL RATES ARE NET.

ADVERTISING AGREEMENT

ADVERTISER _____

CONTACT FIRST NAME _____ LAST NAME _____ TITLE _____

AUTHORIZED SIGNATURE _____ DATE _____

TELEPHONE _____ FAX _____ E-MAIL _____

BILL TO: _____

CITY _____ STATE _____ ZIP _____

ACCEPTED BY _____ DATE _____

ACCOUNT # _____

ACCOUNT EXECUTIVE _____