

# 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

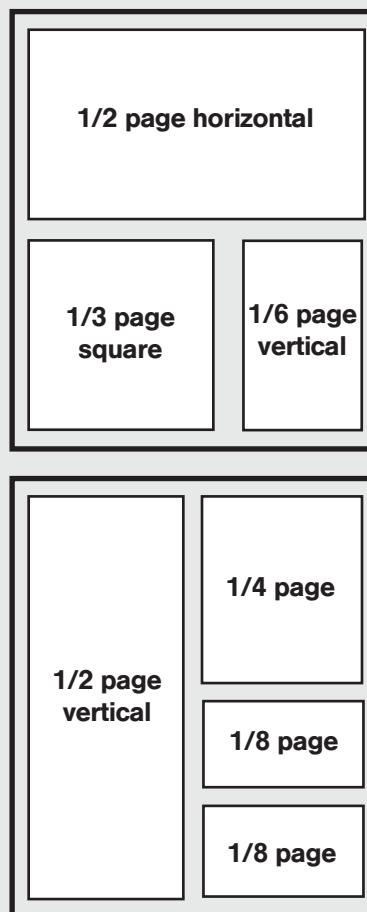
If Barash is producing your ad, please provide the following materials: general input on ad layout, text, images, and logo. We accept tiff, eps, and jpg files, minimum 300 dpi at 100% size, and original photographs. We cannot accept low resolution images from the Internet or low quality printed materials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

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.

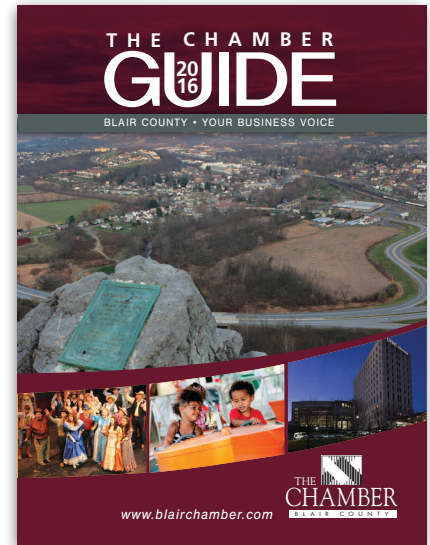
### Comprehensive Membership Directory

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*

Ad space reservation ..... February 24, 2017  
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

3,200 spiral-bound copies to 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.

## 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**

## SUBMITTING AD MATERIALS

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## FREE AD DESIGN

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 ads@barashmedia.com or ads2@barashmedia.com

## 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 \_\_\_\_\_