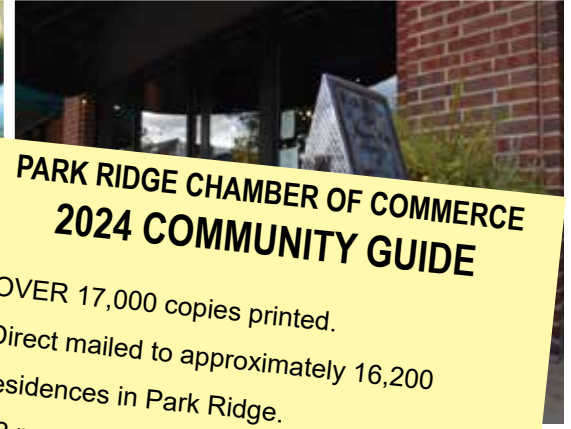


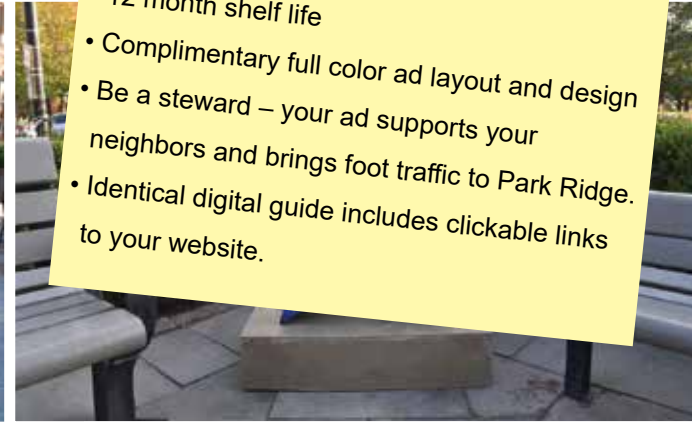
PARK RIDGE

CHAMBER OF COMMERCE



PARK RIDGE CHAMBER OF COMMERCE 2024 COMMUNITY GUIDE

- OVER 17,000 copies printed.
- Direct mailed to approximately 16,200 residences in Park Ridge.
- 12 month shelf life
- Complimentary full color ad layout and design
- Be a steward – your ad supports your neighbors and brings foot traffic to Park Ridge.
- Identical digital guide includes clickable links to your website.



2022 COMMUNITY GUIDE AND BUSINESS DIRECTORY



PARK RIDGE CHAMBER OF COMMERCE
2024 COMMUNITY GUIDE

Park Ridge Chamber 2024 Community Guide

Don't miss this once-a-year opportunity to promote your business and showcase Park Ridge as a vibrant business community!

Dear Chamber of Commerce Members and Business Leaders:

We would like to share an opportunity to market your business to residents and fellow businesses, as well as visitors to our community. You are welcome to have your business benefit through this great opportunity by placing an ad in the new **2024 Park Ridge Chamber of Commerce Community Guide**.

The Park Ridge Chamber of Commerce is pleased to announce that Kathy Chapman and the Town Square/Daily Herald Media Group will once again produce this year's publication. Our guide is a remarkable advertising tool, which is highly visible and distributed throughout the year by the Chamber of Commerce. **Over 15,000 copies will be directly mailed to every home in Park Ridge.**

Our publication will also be on-line in the form of an Electronic Magazine!

As the main publication of the Park Ridge Chamber of Commerce, we take great pride in our Chamber Directory. This publication is supported solely by advertising and is a special opportunity that comes once a year. Don't miss the opportunity to promote your business for the entire year.

Prices will remain the same as 2022! No price-increase!

Our representative from the Daily Herald is **Kathy Chapman** and she will be contacting you with the information over the next few weeks. **To reserve an ad, please fill out the Google form [here](#).** Kathy can also be reached at (773) 251-8644 or e-mail her at kchapman@tspubs.com

Thank you again for your ongoing support. Your involvement, financial commitment and enthusiasm with the Park Ridge Chamber of Commerce is appreciated.

Sincerely,

Jackie

Jacqueline K. Mathews
Executive Director

**Yes! I am interested in advertising in the
2024 Park Ridge Chamber Community Guide and Directory!**

**To reserve an ad, please fill out the Google form [here](#)
or email Kathy Chapman at kchapman@tspubs.com**

Advertising in the directory does not guarantee Chamber membership or to be included in the listing.
The only way to be included in the directory listing is to be a Chamber member. For Park Ridge Chamber membership please contact me at Jackie@ParkRidgeChamber.org

PARK RIDGE CHAMBER OF COMMERCE

2024 COMMUNITY GUIDE

Publication Date

February 2024

To Reserve Your Space

Contact:

Kathy Chapman

773-251-8644

kchapman@tspubs.com



Your Custom Publishing Partner
A Daily Herald Media Group Company
EMPLOYEE-OWNED

ADVERTISING RATES

Full Page	\$1,695
Half Page	\$895
Banner	\$525
Quarter Page	\$475
Eighth Page	\$325

PREMIUM POSITIONS

Back Page	\$2,995
Inside Front Cover	\$2,395
Inside Back Cover	\$2,395
Pages 3-5	\$1,995
2 Page Center Spread	\$3,500

Non-Members add 20%



ADVERTISING SPECIFICATIONS

Camera Ready Ad Specs

Using one of the following software programs:

- Adobe Illustrator CS
- Photoshop CS

We can use the following software applications:

- Adobe Acrobat * PDFs should be system ready
- Adobe InDesign CS
- Adobe Illustrator CS
- Adobe Photoshop CS

Fonts

Fonts must be:

- Postscript Level 1 or 2.
- Some programs allow fonts to be rendered as art or paths and should be done so if using true-type fonts.

Art & Files

- **Colors must be converted to CMYK.**
- **No rich black text.**
- Rich black fills 100% black/40% cyan
- Any art used in the ad must be included on the disk as a TIFF or EPS file.
- PDF files (high resolution) can be submitted, but please keep in mind that we cannot change these files if needed.
- When generating PDFs, the Compression setting should have no boxes selected and in the Advanced section, select Distill with prologue.ps/epilogue.ps. Also select Device Independent (More Accurate) for Color Conversion.
- **Files must be submitted with a resolution of 300 dpi for color and grayscale images.**
- A resolution of 1200 dpi must be used for lineart images.
- **Art obtained from a website is usually 72 dpi and should not be submitted unless it is a least 300 dpi and of good quality.**
- **Taking a 2 x 2 inch image of 72 dpi and then increasing the image to 300 dpi is not acceptable.**
- Digital cameras usually offer low resolution files that appear grainy and should not be submitted.
- Art should be the size needed for the ad or larger. When small files are enlarged they degrade in quality and should not be submitted.

Advertising Dimensions

