PASADENA
CHAMBER OF COMMERCE
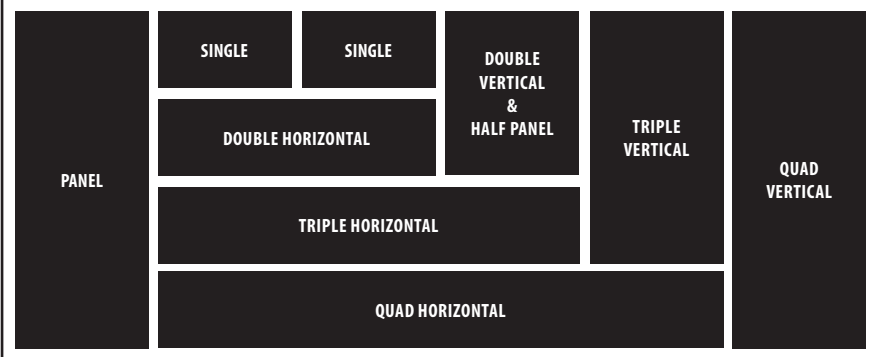### & CIVIC ASSOCIATION

2018-19 Official Pasadena City Map

ADVERTISING RATES AND SPECIFICATIONS
A Publication of the Pasadena Chamber of Commerce

ADVERTISING RATES

Single	$ 629
Double	$ 1,149
Triple	$ 1,679
Quad	$ 1,989

Prime Positions

Cover Sponsorship	$ 4,629
Back Cover	$ 4,099
Inside Cover	$ 2,309
Full Panel	$ 2,209
Half Panel	$ 1,259
Pinpoint (with ad)	$ 150
Pinpoint Only	$ 250

Ad Design Service (upon request)

Single	$ 75
All Others	$ 100

DISTRIBUTION

Quantity: 10,000 printed
The map is distributed at the Rose Parade, and through-out the year to visitors, at hotels, real estate offices, and high traffic locations around Pasadena.

Advertiser Copies
Each advertiser receives 25 copies at no charge.

Online Edition
A Google-style map linked from the Chamber's website pinpoints each advertiser's location with driving directions and links to advertisers' websites. Advertisers are listed by general category and alphabetically.

CONTACT

Debra Wells
Direct: (626) 219-8356
Fax: (866) 931-6169
pasadenachamberguide@gmail.com

MAKE CHECKS PAYABLE TO:
Pasadena Chamber of Commerce

MAIL PAYMENTS TO:
Pasadena Chamber of Commerce
44 North Mentor Avenue
Pasadena, CA 91106-1745

We Accept Visa and MasterCard

SPECIFICATIONS

MAP SIZE: 22" x 34"

DISPLAY ADVERTISING SIZES

Size		Width	Height
Panel		**3.125"**	**8.000"**
Quad	Vertical	3.125"	8.000"
	Horizontal	14.15"	1.875"
Triple	Vertical	3.125"	5.792"
	Horizontal	10.475"	1.875"
Double (and Half Panel vertical only)			
	Vertical	3.125"	3.917"
	Horizontal	6.500"	1.875"
Single	Horizontal	3.125"	1.875"

YOU CREATE THE AD

PLEASE SUBMIT ADS AS PRESS-QUALITY PDF.

Preferred Formats
• 300 dpi PDF - High res PDF-X1/a, or a "Press-Quality" PDF for print. PDF file must contain only 4-color process images (CMYK).
• 300 dpi Flattened TIFF or JPG.

WE CANNOT ACCEPT MICROSOFT WORD, POWERPOINT OR PUBLISHER FILES.

Color
All colors must be CMYK.
No RGB, Pantone or spot colors.
All spot color should be converted to CMYK.

Tips For Making PDFs
When exporting PDFs, embed all fonts and images, export at high-resolution "Press Quality", 300 dpi or PDF-X1/a. Include the bleed area if required. Do not include crop or registration marks. Avoid thin typefaces and hairline rules.

WE CREATE THE AD

Speak with your sales rep to arrange a price for ad design and production.

We will create an ad for you from materials you supply to us.

Any photos, logos, artwork and text must be provided in an electronic form.

Photos, logos and artwork should be high resolution, 300 dpi or greater. Lower resolution may not reproduce well in print.

Graphics copies from websites are generally very low resolution and will not reproduce well in print. If using graphics from a website, always try to locate the original, high resolution artwork from the creator of the website.

Pay attention to copyrights. Do not use copyrighted material without the appropriate consents.

A proof of your ad will be sent by email for your approval prior to print.

SUBMITTING FILES

Please use the specifications provided. Make sure to include contact information with your cell phone number. Name the file with your company name.

1. Email Ad Art to:
production@chambermarketingpartners.com
Please e-mail your ad only if the total file size is less than 15 MB. We recommend placing all your files in one folder, then compressing the folder into a Zip file or StuffIt file before e-mailing.

2. Files Larger than 15MB
Send files larger than 15MB through www.WeTransfer.com. It's free and easy!

3. Send via FedEx or UPS on CD:
Pasadena Chamber of Commerce
44 North Mentor Avenue, Pasadena, CA 91106-1745