

## RATES

### COVER/PREMIUM POSITIONS (full page bleed or no bleed)

Opposite TOC	\$ 4,215
Page 1 & 2	\$ 4,525
Page 3-5	\$ 3,725
Inside Back Cover	\$ 3,995
Inside Front Cover	\$ 4,525
Back Cover	\$ 4,675

### EDITORIAL SECTION (in front section)

Full Page Bleed	\$ 3,495
Full Page No Bleed	\$ 3,495
1/2 Page Horizontal	\$ 2,930
1/4 Page Horizontal	\$ 2,095

### SPECIAL GUIDE SECTIONS\* (in front section)

Full Page Bleed +250 word editorial	\$ 3,255
Full Page No Bleed +200 word editorial	\$ 3,255
1/2 Page Horizontal +150 word editorial	\$ 2,325
1/4 Page Horizontal +100 word editorial	\$ 1,285
1/6 Page Horizontal +50 word editorial	\$ 995

\*Includes Education, Health Care, Accommodations, Entertainment, Shopping, Business Services

### DINING GUIDE: Call for sizes and rates

### BUSINESS DIRECTORY LISTING SECTION

Full Page No Bleed	\$ 2,775
1/2 Page Horizontal	\$ 1,865
1/4 Page Horizontal	\$ 990
1/6 Page Horizontal	\$ 755
1/12 Page Vertical	\$ 495
Super Box with Logo	\$ 379
Bold Listing	\$ 149
Extra Category	\$ 50

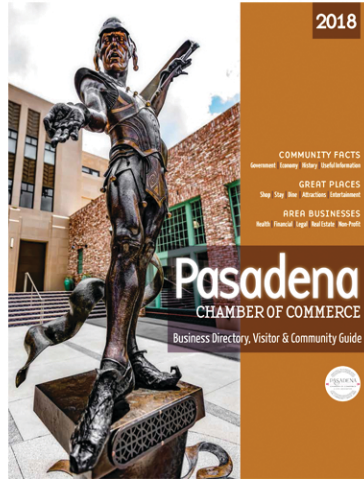
## AD SPECS

Full Page Bleed	8.75w x 11.25h
Full Page No Bleed	7.5w x 10h
1/2 Page Horizontal	7.5w x 4.5h
1/4 Page Horizontal	7.5w x 2.25h
1/6 Page Horizontal	5.5w x 2.25h
1/12 Page Vertical	1.75w x 3.75h

**AD FORMAT:** High Resolution/Press Quality PDF files. At least 300 DPI resolution, at size. CMYK color preferred. All images and type must be embedded in the PDF file.

**QUESTIONS?** For information on available ads, email Debra Wells at PasadenaChamberGuide@gmail.com

**FINAL AD FILES:** All final AD files should be sent to both: Deborah Laux at laux@RosesRoad.com and Debra Wells at PasadenaChamberGuide@gmail.com



**PAYMENT: Net 30 days after invoice, or 50% deposit, balance due on approval of ad proof. We Accept Cash, Checks, Visa and MasterCard. You can also pay Online at [www.Pasadena-Chamber.org](http://www.Pasadena-Chamber.org)**

## DISTRIBUTION

**7,000 Directories  
8,000 Community  
& Visitor Guides  
15,000 Total**

To Pasadena Chamber member and businesses throughout the greater Pasadena area.

Includes bulk distribution to hotels, banks, realtors, libraries, the Pasadena Convention and Visitor's Bureau, Burbank Bob Hope Airport and more.

Directories and Community and Visitor Guides are also distributed at the Chamber office to visitors and other interested persons.

## General Listing

**Pasadena Chamber of Commerce  
Paul Little**  
44 North Mentor Ave. Pasadena CA 91106-1745  
(626) 79-3355 / FAX (626) 795-5603  
info@pasadena-chamber.org  
www.pasadena-chamber.org

## Bold Listing

**Pasadena Chamber  
of Commerce  
Paul Little**  
44 North Mentor Ave. Pasadena CA  
91106-1745  
(626) 79-3355 / FAX (626) 795-5603  
info@pasadena-chamber.org  
www.pasadena-chamber.org

## Superbox with Logo



**Pasadena Chamber  
of Commerce  
Paul Little**  
44 North Mentor Ave. Pasadena CA  
91106-1745  
(626) 79-3355 / FAX (626) 795-5603  
info@pasadena-chamber.org  
www.pasadena-chamber.org

**For advertising informaion and to reserve your space, contact  
Debra Wells with the Pasadena Chamber of Commerce: cell 949 322-4765  
or email Debra at [pasadenachamberguide@gmail.com](mailto:pasadenachamberguide@gmail.com)**