



OUR STORY

Third annual branding publication with full-color glossy cover to promote SSA and our businesses.

TARGETED DISTRIBUTION

Mailed to 27,000 residents including seniors and children of seniors. An additional 3000 copies will be distributed by the Chamber to hospitals, churches, libraries, activity centers and other businesses serving the senior market.

ONLINE FLIP BOOK

Online readers can view the digital flip book directly from the Chamber's website!

AD DEADLINES

DEADLINE TO RESERVE AD SPACE

September 16

ARTWORK DEADLINE

October 16

Published by the McKinney Chamber of Commerce in partnership with Community Impact Newspaper

**2021 Senior Resource Guide
IN PRINT. ONLINE. ESSENTIAL.**

PREMIUM POSITIONS

Inside Front Cover	\$ 2,000
1/2 Page Opposite Inside Front Cover . . .	\$ 1,200
1/2 Page Opposite Table of Contents . . .	\$ 1,200
Inside Back Cover	\$ 2,000
1/2 Page Opposite Inside Back Cover . . .	\$ 1,200
Back Cover	\$ 2,000

GENERAL ADS

FP / Advertorial	\$ 1,750
1/2 Page	\$ 900
1/4 Page	\$ 500
1/8 Page	\$ 250

BUSINESS DIRECTORY

1/8 Page	\$ 250
Enhanced Directory Listing	\$ 100

Payment plans available.
Must be paid by Oct. 1, 2020

AD SUBMISSION

- **Submit to:**
dfitzgerald@mckinneychamber.com
- **Submit in PDF format if possible**
- **Any ad/images should be 200 DPI**
- **Colors should be CMYK for print**

Full Page with Bleed

Design Space for text
8 x 10.5

Entire size
9 x 11.5

Half Horizontal 7.25 x 4.75	
1/4 Horizontal 3.5 x 4.75	1/8 Horizontal 3.5 x 2.25
1/8 Horizontal 3.5 x 2.25	

Design assistance is available for a fee.
Chelsea Peters - cpeters@communityimpact.com