



## 2020-21 Chamber Guidebook Insertion Order

Enhance your business's exposure by advertising in the 2020-21 Official Nantucket Guidebook. In 2019, we printed 60,000 copies (sent worldwide to visitors coming to Nantucket within the year) and received 70,000 online views. All members that are paid in full by January 1, 2020, for the 2020-21 year will be featured in the directory. **Early Bird pricing** applies if all payment and materials are received by **October 31**.

**Additional Listings:** Your business can be located under various categories, getting you more exposure. This will be online, in our printed guidebook, and in our digital guidebook. **Pricing: \$55 per additional listing.** Additional listings must be submitted prior to January 1, 2020. Contact [pr@nantucketchamber.org](mailto:pr@nantucketchamber.org).

Ad Unit	Ad Dimension	Bleed Area	Early Bird Cost	Price
<b>Centerfold spread</b> (2-page ad)	12" x 9" plus .125" bleed on all sides, live area .375" - .5" away from crop mark	.125" bleed on all sides	\$5000 color	\$5500 color
<b>Full Page</b> (With Bleed)*	6" x 9" plus .125" bleed on all sides, live area .375" - .5" away from crop marks	.125" bleed on all sides	\$1650 Color	\$1800 color
<b>Full Page (Floating)*</b>	4.875" x 7.875"		\$1650 Color	\$1800 color
<b>Half Page (H)</b> <b>Half Page (V)</b>	4.875" x 3.875" 2.375" x 7.875"		\$1250 Color	\$1375 color
<b>Quarter Page (H)</b> <b>Quarter Page (V)</b>	4.875" x 1.875" 2.375" x 3.875"		\$850 Color \$500 B/W	\$935 color \$550 b/w
<b>Eighth Page</b>	2.375" x 1.875"		\$450 Color \$400 B/W	\$495 color \$440 b/w

\*PREMIUM & PREFERRED SPACES ARE LIMITED AND CAN ONLY BE RESERVED WITH FULL PAYMENT & COMPLETED INSERTION ORDER - **PREMIUM PLACEMENT AD AVAILABILITIES:**

Outside Back Cover \$5000 (EB: \$4700)  
 Inside Front Cover \$4000 (EB:\$3700)  
 Page 1 \$4000 (EB: \$3700)  
 Page 2 \$3750 (EB:\$3550)  
 Page 13 & 15 (next to transportation schedules) \$3750 (EB: \$3550)

Last Page \$2500 (EB: \$2250)  
 Inside Back Cover \$2500 (EB:\$2250)  
 Any other placement requests can only be accepted with a full-page ad and is an additional \$300

When making your ad choice, please note that this will be presented in our printed version and our online version. **ACCEPTABLE FILE FORMATS:**

Adobe Photoshop 300 DPI TIFF or High-Resolution PDF. **COLOR ADS:** Color image MUST be saved in CMYK format. **NO SPOT COLORS.**

**INSERTION COSTS:** The fee is for placement in the 2019 Guidebook ONLY, excluding design costs. **INCOMPLETE MATERIALS:** If submitted advertising materials are incomplete, i.e. just a logo for us to create an ad, the advertiser will be responsible for providing the correct materials and assume associated costs for ad creation. Neither the Chamber nor the Chamber's designer or printer will be responsible for any costs incurred due to incomplete materials.

**ALL MATERIALS AND PAYMENTS ARE DUE NO LATER THAN DECEMBER 16TH, 2019.**

A reminder that your ad space will not be held until payment has been received. Please submit ads and send any questions to [pr@nantucketchamber.org](mailto:pr@nantucketchamber.org) or call 508.228.1700.



## Nantucket Chamber 2020-21 Guidebook Insertion Order

Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Ad Size: \_\_\_\_\_ // Color:  B/W:  // Horizontal:  Vertical:

Interest in PREMIUM PLACEMENT: Yes:  No:  // \*\*dependent on available space

Designer: \_\_\_\_\_ Designer Contact Phone: \_\_\_\_\_

Designer Email: \_\_\_\_\_

Total Cost of Ad in the 2020-21 Guidebook: \_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Code: \_\_\_\_\_ Expiration: \_\_\_\_\_ / \_\_\_\_\_ Zip Code: \_\_\_\_\_

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Please submit ads to [pr@nantucketchamber.org](mailto:pr@nantucketchamber.org). Please direct questions regarding membership to [kristie@nantucketchamber.org](mailto:kristie@nantucketchamber.org) or call 508.228.1700.