



GREETINGS NORTHERN MEDINA COUNTY CHAMBER ALLIANCE PARTNERS!

IT IS TIME TO PRODUCE THE NEXT 2017 NORTHERN MEDINA COUNTY CHAMBER ALLIANCE MAP!

We are happy to announce that we are partnering with a fellow member, Lunar Cow Publishing, a firm specializing in destination marketing, for the 2017 Northern Medina County Chamber Alliance Map! We are very excited about the opportunities that our new map will offer to you!

ADVERTISING IS COST EFFECTIVE AND HIGHLY VALUABLE!

The Northern Medina Map is our premier promotional piece and will be the first resource that many of the visitors use when they are planning their trip to Medina County.

ADVANTAGES OF ADVERTISING IN THE MAP:

- 5,000 copies of the map will be distributed throughout the area at the best locations to reach visitors. Additionally the maps will be distributed throughout Brunswick and Buckeye Schools as part of the 3rd grade curriculum.
- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours!
- You also receive exposure through the interactive version of our map which will be available to our visitors on the Northern Medina County Chamber Alliance's website: nmccalliance.com.
- Your ad in the online version of the map will be linked to your website, giving readers one-click access to your business!

Please find the advertising rates included, which show all of the options for participation. We are looking forward to your participation and support of Northern Medina County Chamber Alliance. If you have any questions, please don't hesitate to contact Lunar Cow Publishing or myself to take advantage of this great opportunity to promote your business.

We look forward to seeing you in the Northern Medina County Chamber Alliance Official Map.

Sincerely,

Melissa Krebs
President/CEO
melissa@nmccalliance.com



**ARTWORK
DUE**

**WITHIN 15 DAYS
AFTER RECEIPT
OF AGREEMENT**

PUBLISH

**5,000 COPIES OF THE
MAP ARE DISTRIBUTED
THROUGHOUT THE
BEST LOCATIONS TO
REACH VISITORS.**

SUPPORT

**QUESTIONS?
800-594-9620
NorthernMedinaCounty
@lunarcow.com
Edward Asper ext. 31
edasper@lunarcow.com**

PUBLISHED BY:



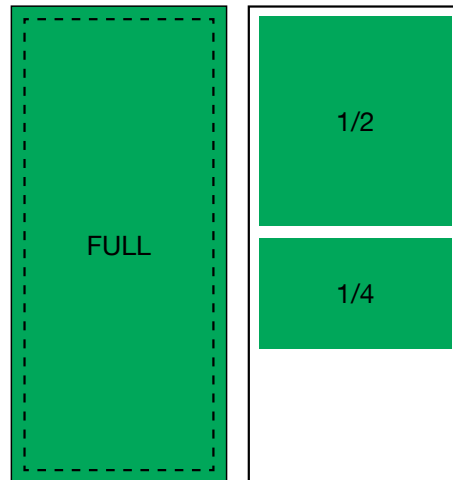
344 W. Turkeyfoot Lake Rd., Suite B
Akron, OH 44319
800-594-9620 ext. 31
NorthernMedinaCounty@lunarcow.com
www.lunarcow.com

AD SPEC SHEET OPTIONS

Northern Medina County Chamber Alliance



Map Ad Size	WIDTH	HEIGHT
FULL PAGE		
Live Area	3.5"	8.5"
Ad Size	4.25"	9.25"
ADDITIONAL SIZES		
1/2 Page	3.5"	4.125"
1/4 Page	3.5"	2"



2-page spread trim size and bleed size available upon request.

--- **Live Area** (Your text must live within a .375" margin from each edge of the ad to avoid getting cut off)

— **Ad Size** (This is the ad size with the .125" bleed added in)

PRESS-READY ART & MECHANICAL REQUIREMENTS

- Macintosh format preferred
- Press Ready PDF files preferred, with all type pathed and artwork embedded. PDF files must be high resolution (300 dpi), CMYK and built to the exact ad dimensions (no crop marks, info slugs or other extraneous non-ad material)
- Bleed available only on full page ads
- On full page ads, all type and other live matter not intended to bleed must be held within live area. Allow .125" trim on all bleed edges
- Additional Acceptable formats include:
 - InDesign with EPS/TIFF support files
 - High resolution (300 dpi) Illustrator and Photoshop files
- No nested files, such as separations placed in Illustrator
- No spot colors, all colors must be CMYK
- File names **MUST** contain advertiser name or abbreviation
- Please use proper three-letter extension on all file names
- Microsoft Publisher or Word files are **NOT** accepted for professional print
- **DO NOT** provide images pulled from client's websites, google images, etc.

DEADLINES

Advertising Agreement: January 31, 2017

Publication Date: March 2017

***Mail ad materials to:**

Lunar Cow Publishing
344 W. Turkeyfoot Lake Rd.
Suite B, Akron, OH 44319

OR email to:

NorthernMedinaCounty@lunarcow.com

TERMS & CONDITIONS

This insertion order represents confirmation of the agreement between Agency/Advertiser and Northern Medina County Chamber Alliance. Payment will be due on or before **January 31, 2017**. **Ads NOT PAID IN FULL before January 31, 2017 will NOT be included in the Map. Ad placement not guaranteed.**

Lunar Cow Publishing and Northern Medina County Chamber Alliance reserve the right to refuse advertisements on the basis of content or quality of production, and assume no liability for statements or claims made in advertising copy. Lunar Cow Publishing and Northern Medina County Chamber Alliance also reserve the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

ADVERTISING AGREEMENT

Northern Medina County Chamber Alliance



Date: _____

Company Name: _____

Contact Name: _____

Address: _____ City: _____

State: _____ Zip: _____ Email: _____

Phone: _____ Fax: _____

Website: _____

Return signed ad agreement via fax to your sales rep at 330-253-9001 or email to NorthernMedinaCounty@lunarcow.com

MAP AD RATES	
PREMIUM PANEL	
<input type="checkbox"/> Back Panel	<input type="checkbox"/> \$2,000
<input type="checkbox"/> Inside Left Panel	<input type="checkbox"/> \$1,250
<input type="checkbox"/> Inside Right Panel	<input type="checkbox"/> \$1,250
INSIDE PANEL	
<input type="checkbox"/> Full Panel	<input type="checkbox"/> \$1,000
<input type="checkbox"/> 1/2 Panel	<input type="checkbox"/> \$750
<input type="checkbox"/> 1/4 Panel	<input type="checkbox"/> \$500

AD PLACEMENT NOT GUARANTEED.

FILL OUT & RETURN TO LUNAR COW PUBLISHING:

344 W. Turkeyfoot Lake Rd., Suite B
Akron, OH 44319
or email to NorthernMedinaCounty@lunarcow.com

SEND PAYMENT & MAKE CHECKS PAYABLE TO:

Northern Medina County Chamber Alliance
1324 Pearl Road M3
Brunswick, OH 44212

I will submit my completed ad within 15 days of the signed agreement.

LUNAR COW PUBLISHING PROVIDES THE FOLLOWING AD DESIGN SERVICES:

Ad Design/Redesign - \$200: All new ad design, resizing of an existing ad or significant revisions to an existing ad.*

**Ad design fees waived in first year.*

Minor Ad Update - \$75: Minor change to an existing ad that is available in an editable format. Minor revisions would include simple text changes to editable copy. Image changes are often not minor and will be treated on a case-by-case basis. Lunar Cow will make a determination if requested edit is possible based on provided art.*

** Up to 3 revisions allowed.*

PAYMENT TYPE

CASH CHECK

CREDIT CARD (complete fields below)

Mastercard Visa Discover

Name on Card: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

Billing Phone: _____

COST & PAYMENT

Base Ad Rate: + \$ _____

Ad Design Cost (if any): + \$ _____

Net Insertion Rate: = \$ _____

Additional Instructions: _____

Authorized By: _____ Title: _____

Signature: _____ Sales Rep: _____