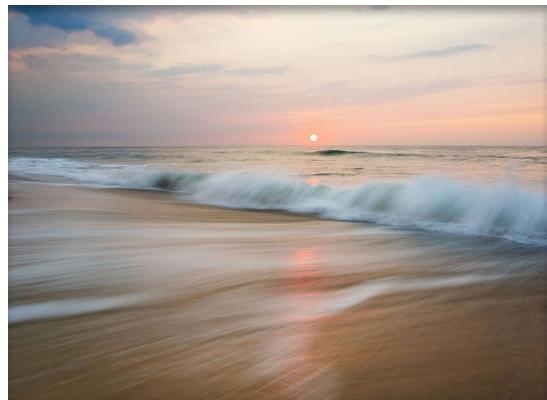


CHINCOTEAGUE CHAMBER OF COMMERCE VISITOR GUIDE & MEMBERSHIP DIRECTORY

— ADVERTISING OPPORTUNITIES —



in partnership with



Greetings

CHINCOTEAGUE CHAMBER OF COMMERCE PARTNERS

In 2022, the Chincoteague Chamber of Commerce was very pleased to introduce you to the Lunar Cow Publishing team, specializing in destination marketing. We are excited to partner with Lunar Cow again in 2023, as they helped take our website marketing efforts to new levels with the introduction of a digital technology—the GoGuide®.

The Chincoteague Chamber of Commerce Visitor Guide & Membership Directory is our premier promotional piece, and the first resource visitors will use when looking for attractions and planning trips to Chincoteague Island.

Advertising in the printed guide has many advantages. The publication is distributed to targeted areas in Virginia and surrounding states to help drive traffic to your door, with unlimited access online. While chamber membership secures your listing in the directory, an ad in the guide offers higher visibility with a direct link to your website, giving readers one-click access to your business.

Please find advertisement rates enclosed, which detail your options for participation. If you have any questions or to learn more about how you can take advantage of this great opportunity to promote your business, please contact us at 757.336.6161 or info@chincoteaguechamber.com.

Sincerely,
Evelyn Shotwell
Executive Director
Chincoteague Chamber of Commerce



CHINCOTEAGUE CHAMBER OF COMMERCE VISITOR GUIDE & MEMBERSHIP DIRECTORY

DON'T HAVE AD ART CREATED ALREADY?

No problem! Lunar Cow will create the ad **FREE OF CHARGE**

PUBLISH

COPIES OF THE VISITOR GUIDE & MEMBERSHIP DIRECTORY ARE DISTRIBUTED IN THE BEST LOCATIONS TO REACH NEW CUSTOMERS

SUPPORT

QUESTIONS?
Contact the
Chincoteague Chamber at:
757.336.6161

EMAIL MATERIALS, ARTWORK AND
SIGNED AD AGREEMENT TO:

info@chincoteaguechamber.com

Published by

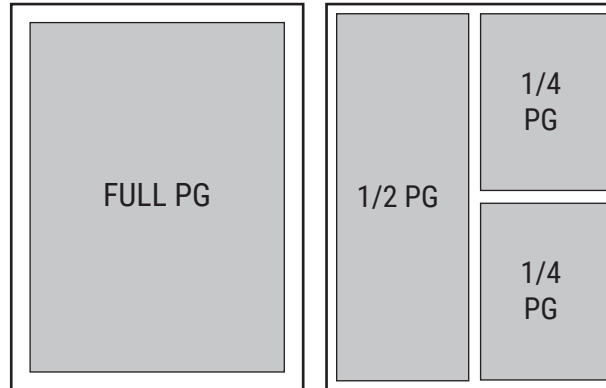


AD SPEC SHEET



PREMIUM/FULL SIZE	WIDTH	HEIGHT
Full Page	7.5"	8.5"

STANDARD SIZES	WIDTH	HEIGHT
1/2 Page	3.625"	8.5"
1/4 Page	3.625"	4.125"



TEMPLATE AD

Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT sent within 45 days. Our template ad includes your name, address, phone and website address.

SEE AD TERMS ON AD RATE PAGE

DISK-READY ART & MECHANICAL REQUIREMENTS

- Macintosh format preferred
- Press Ready PDF files preferred, with all type converted to outlines with 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)
- 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.

AD AGREEMENT & ART SUBMISSIONS

EMAIL AD MATERIALS TO:
info@chincoteaguechamber.com

DON'T HAVE AD ART CREATED ALREADY?

No problem! Lunar Cow will create the ad
FREE OF CHARGE

TERMS & CONDITIONS

This insertion order represents confirmation of the agreement between agency/advertiser and Chincoteague Chamber of Commerce. Payment is due upon receipt of invoice. **ADS NOT PAID IN FULL WILL NOT BE INCLUDED IN THE PUBLICATION. ONLY PREMIUM AD POSITIONS ARE GUARANTEED.** Due to print and publication deadlines, please be advised that all sales are final and no refunds will be issued. Further, due to publication and distribution of print materials containing information as to all Advertisers, no Advertiser may withdraw from participation. Advertiser agrees to participate for the duration of the publication without exception. Lunar Cow Publishing and Chincoteague Chamber of Commerce 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 Chincoteague Chamber of Commerce 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. **Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT sent within 45 days. Our template ad includes your name, address, phone and website address and is not revisable, except for errors.**

AD RATES



Company Name: _____

Address: _____

State: _____

Phone: _____

Website: _____

Contact Name: _____

City: _____

Zip: _____

Cell: _____

Email: _____

AD RATES

PREMIUM PAGES

☐ Back Cover ☐ \$3,850

☐ Inside Front Cover ☐ \$2,750

☐ Inside Facing Front (Page 3) ☐ \$2,750

☐ Inside Back Cover ☐ \$2,750

☐ Inside Facing Back ☐ \$2,750

STANDARD PAGES

☐ Full Page ☐ \$2,145

☐ 1/2 Page ☐ \$1,265

☐ 1/4 Page ☐ \$825

ONLY PREMIUM AD POSITIONS ARE GUARANTEED.

FILL OUT & RETURN TO:

Chincoteague Chamber of Commerce
6733 Maddox Blvd.
Chincoteague Island, VA 23336

SEND PAYMENT & MAKE CHECKS PAYABLE TO:

Chincoteague Chamber of Commerce
6733 Maddox Blvd.
Chincoteague Island, VA 23336

Additional Instructions: _____

Authorized By: _____ Title: _____

SIGNATURE: _____ **DATE:** _____

**IMPORTANT: Signed ad agreement and all art materials
MUST BE returned to info@chincoteaguechamber.com**

☐ **FREE* Ad Design** when providing your required content:
Photo(s), Logo, Text and Contact information

☐ **Reprint** previous ad

☐ **Make updates** to previous ad

☐ **Submit my own completed ad**
*Built to Lunar Cow Publishing's specifications***

***UP TO 3 REVISIONS ALLOWED FOR FREE AD DESIGNS.
FURTHER REVISIONS WILL INCUR A FEE OF \$125.**

****IF YOUR SUBMITTED AD IS NOT BUILT TO THE CORRECT
SPECS, THE AD IS REJECTED AND SUBMISSION OF A NEW
AD AT THE CORRECT SPECS IS REQUIRED.**

**LUNAR COW RESERVES THE RIGHT TO CREATE A
TEMPLATE AD FOR YOU AFTER 45 DAYS. NO REVISIONS
ALLOWED, EXCEPT FOR ERRORS.**

PAYMENT TYPE

☐ CHECK

☐ CREDIT CARD (complete fields below)

☐ Mastercard ☐ Visa ☐ Discover ☐ AMEX

Name on Card: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

Billing Phone: _____

COST

Base Ad Rate + \$ _____

Fees (if applicable) + \$ _____

Total Due = \$ _____