CHINCOTEAGUE CHAMBER OF COMMERCE VISITOR GUIDE & MEMBERSHIP DIRECTORY

ADVERTISING OPPORTUNITIES

Chincoteague
CHAMBER OF COMMERCE
& CERTIFIED VISITOR CENTER

in partnership with

Lunar Cow
Publishing

Greetings

CHINCOTEAGUE CHAMBER OF COMMERCE PARTNERS

In 2021, 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 2025, 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,
Shellie Menzoff
Membership & Visitor Services Coordinator
Chincoteague Chamber of Commerce

CHINCOTEAGUE CHAMBER OF COMMERCE VISITOR GUIDE & MEMBERSHIP DIRECTORY

DON'T HAVE AN ADVERTISEMENT?

No problem. Lunar Cow Publishing will build you an ad free of charge once you submit your photos, logo and copy text.

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

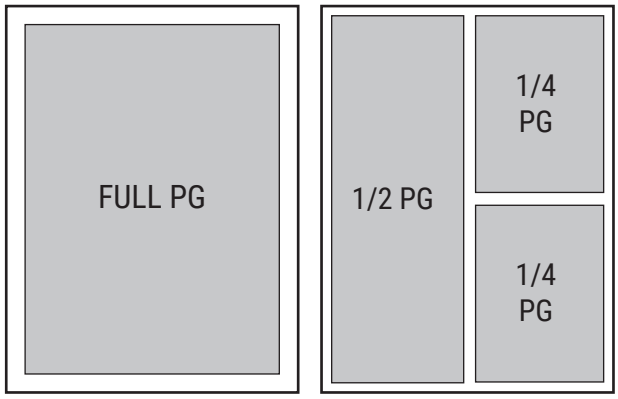
Published by

Lunar Cow Publishing

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

ADVERTISEMENT AND ART REQUIREMENTS

- CMYK COLOR SPACE
- 300 DPI RESOLUTION ONLY
- INCLUDE BLEED AND TRIM FOR FULL PAGE ADS
- PUBLISHER FILES AND WORD DOCUMENTS WITH EMBEDDED IMAGES ARE NOT ACCEPTED

AD AGREEMENT & ART SUBMISSIONS

EMAIL AD MATERIALS TO:
info@chincoteaguechamber.com

DON'T HAVE AN ADVERTISEMENT?

No problem. Lunar Cow Publishing will build you an ad free of charge once you submit your photos, logo and copy text.

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

Chincoteague
CHAMBER OF COMMERCE
& CERTIFIED VISITOR CENTER

Company Name: _____ Contact Name: _____

Address: _____ City: _____

State: _____ Zip: _____

Phone: _____ Cell: _____

Website: _____ 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

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 = $ _____

Additional Instructions: _____

Authorized By: _____ Title: _____

SIGNATURE: _____ **DATE:** _____