



Focused
Upper Bucks

County
Community Profile & Membership Directory
Advertising Rates
& Specifications

Upper Bucks Chamber of Commerce
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Premium Packages:

MEMBER RATES; FOR NON-MEMBER RATES, SEE PAGE 2

SIGNATURE SERIES SPONSORS

- **Premium Placement Full Page Ad (full color):**
 - Back Cover: \$5,245
 - Inside Cover (Front or Back): \$4,615
 - Center Spread with one page editorial: \$6,925
- One-page story about your business
- Free Advertisers Buyers Guide listing
- Leaderboard ad on the UBCC home page for one year
- Your ad duplicated and hyper-linked to your website
- Free Online Benefits: Buyers Guide listing and link to your business web site at ubcc.org

PLATINUM SERIES SPONSORS

- **Full Page Ad (full color):** \$4,195
- One-page story about your business
- Free Advertisers Buyers Guide listing
- Box ad on the UBCC home page for one year
- Choice of placement in directory (barring premium placements above)
- Free Online Benefits: Buyers Guide listing and link to your business web site at www.ubcc.org

GOLD SPONSORS

- **Full Page Ad (full color):** \$3,985
- Free Advertisers Buyers Guide listing
- Free Online Benefits: Buyers Guide listing and link to your business web site at www.ubcc.org

Feature Section Ad Sizes/Rates

	4-COLOR
1/2 Page (Vertical or Horizontal)	\$2,095
1/4 Page	\$990
1/8 Page	\$655
Business Card Directory	\$370
Web Banner (online add-on only)	\$200

All participating advertisers receive:
 Your ad duplicated in our online edition with hyperlink to your website.
 AGENCIES NOTE: All rates shown are net rates.
 Advertising agencies may adjust to add commission.

Book Size: 8.5 x 11 trim (vertical)

Full Page Ad (without bleed): 7.5 x 10

Full Page Ad (with bleed)

8.5 x 11 trim size + .125 bleeds = 8.75 x 11.25 total size
 (file should be prepared with bleeds, but **NO** crop/trim marks)

Non-Member Rates

	4-COLOR
Signature (back cover)	\$5,495
Signature (inside cover)	\$4,835
Signature (center spread)	\$7,255
Platinum	\$4,395
Gold	\$4,175
1/2Page (Vert/Horiz)	\$2,195
1/4 Page	\$1,034
1/8 Page	\$765
Business Card Directory	\$385
Web Banner (online add-on only)	\$220

All participating advertisers receive:
 Your ad duplicated in our online edition with hyperlink to your website.
 AGENCIES NOTE: All rates shown are net rates.
 Advertising agencies may adjust to add commission.

Half Page Horizontal Ad

7.5 x 4.875

Half Page Vertical Ad

3.625 x 10

File Specifications

Vector PDFs with embedded images preferred; EPS, AI or high resolution TIFs also accepted. Images should be at least 300dpi at 100% print size.
Web images are not suitable for print.

PDFs should be produced at Print or Press Quality, all colors converted to CMYK, fonts embedded or outlined, JPEG compression at maximum or very high quality. **Four color process only — no Pantone colors accepted.**

Except for full page bleed ads (see left), all ad files should be submitted at 100% size with **no bleeds or crop/trim marks**. Mis-sized files will be returned for correction or cropped/stretched to fit, at our discretion.

File Submission

Email file to info@ubcc.org

Business Card Directory Ads:

WEB: 350x200 pixels
 (3.5 x 2 at 100 dpi)

PRINT: 3.5 x 2, no bleeds,
 vector preferred, 300dpi images

Placement of Business Card Directory Ads is limited to Buyers Guide pages.



Quarter Page Ad

3.625 x 4.875

TERMS: Upon Sale. Available check or CC payment with contract. Make checks payable to: **The Upper Bucks Chamber of Commerce.**

The Publisher reserves the right to reject any advertisement, photograph or illustration, which is not deemed to be in keeping with the standards of the publication.



Eighth Page Ad

3.625 x 2.3125

Business cards submitted as 1/8th page ads will be framed inside the 1/8th page ad space.

