



THE GEM

2007-2008 Advertising Rates

Circulation 22,000

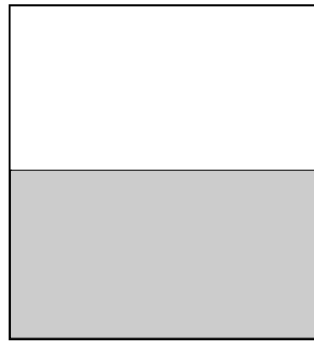
DEADLINE: Ads are due by the 1st of each month.

Advertising Rates: per issue, noted below. Premium position can be purchased for a 15% additional fee.

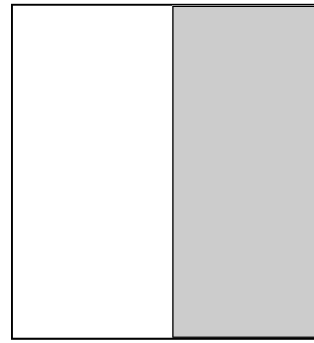
To Buy and Reserve Space: e-mail Rafael@lqchamber.com or call 760-564-3199.



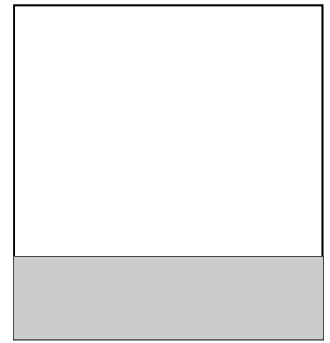
Full Page
12"H x 9.625"W
Color: \$1,500
B/W: \$1,200



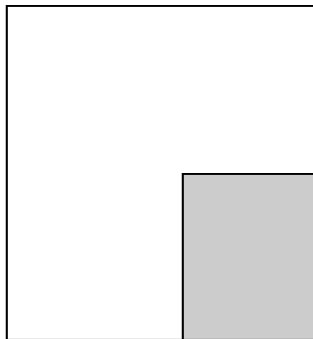
Half Page Horizontal
5.75"H x 9.625"W
Color: \$750
B/W: \$600



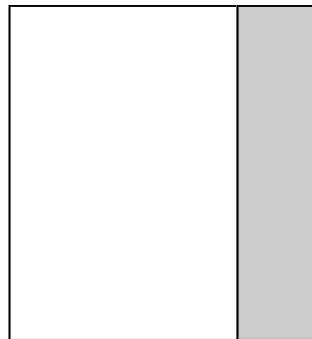
Half Page Vertical
12"H x 4.625"W
Color: \$750
B/W: \$600



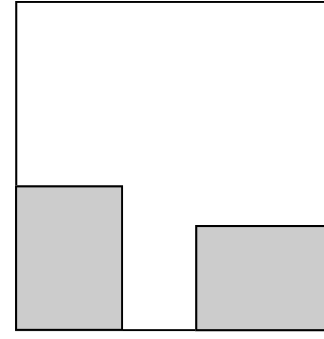
Quarter Page Horizontal
2.75"H x 9.625"W
Color: \$375
B/W: \$300



Quarter Page Square
5.75"H x 4.625"W
Color: \$375
B/W: \$300



Quarter Page Vertical
12"H x 2.25"W
Color: \$375
B/W: \$300



Eighth Page - 2 Choices
2.75"H x 4.625"W
5.75"H x 2.25"W
Color: \$300
B/W: \$200

SPECIAL NOTE

PHOTOS must be high resolution, publishing quality, 300 dpi or better. Web photos at 72 dpi will NOT be accepted. RGB colors will be converted to CMYK before printing.

ACCEPTABLE GRAPHIC FORMATS

- Jpg file format
- Press-ready pdf (i.e. Adobe Acrobat)

IMPORTANT

If your ad is smaller or larger than the space purchased, it will be modified to meet the largest width or height possible, unless instructed otherwise. Ads can be redesigned to meet the Gem's exact size requirements, for a reasonable fee.

For assistance, please call our office: 760-564-3199. We will be happy to refer you to one of our chamber businesses specializing in ad design.



Office Use Only

Salesperson: _____

Date Received: _____

LA QUINTA CHAMBER OF COMMERCE GEM ADVERTISING CONTRACT

- Agreement:** I authorize the printing of the display advertising referenced below in the La Quinta Chamber of Commerce newsletter (GEM). For this advertising display, I agree to pay the La Quinta Chamber of Commerce the total sum of \$ _____. I understand that the accuracy of artwork submitted is my responsibility and the La Quinta Chamber of Commerce is not liable for errors in the advertising.
- Advertising Materials:** advertising materials are to be provided in a computer ready electronic file, i.e., .jpg, .tif, .pdf, etc. and received in the Chamber office by the 5th of the month prior to publication.
- Discounts and Surcharges:** multiple insertion prices are based on sequential insertions of the same ad. Non-sequential insertions are subject to the single-issue rate. The charge for changing ads during the insertion period is \$25 per change.
- Advertisers must be **members** in good standing of the La Quinta Chamber of Commerce.
- Cancellation:** This agreement may be cancelled with 45 days notice. Penalty for cancellation is assessed against the unused portion of the contract. In the event of cancellation, 50% (fifty percent) of the unused cash value will be returned to the advertiser, net of applicable fees.
- Renewals:** renewal of this contract is subject to the rates and terms then prevailing.

INSERTION PERIOD: (begin) _____ **(end)** _____

AD SIZE: BLACK & WHITE COLOR
 Full Half-Horizontal Half-Vertical Quarter-Horizontal
 Quarter-Vertical Eighth Page-Vertical Eighth Page- Horizontal

RATE: (per month) \$ _____ **TOTAL CONTRACT: \$** _____
 Pre-Paid 6 months 5% Discount Pre-Paid 12-months 10% Discount
 Premium Placement Add 15%

PAYMENT METHOD:

Cash Check **Make checks payable to La Quinta Chamber of Commerce* Invoice Monthly
 VISA M/C Card #: _____ Exp.: ____ / ____

Authorized Signature: _____ Date: _____

Contact Person: _____

Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____