

BRAINERD *Lakes* AREA

2008 BUSINESS & RELOCATION GUIDE

PUBLISHED BY
 **EVERGREEN PRESS**
 OF BRAINERD, LLC
 Publishers of
 LAKE COUNTRY JOURNAL MAGAZINE

ADVERTISING RATES AND DATA

PROFILE

The *Brainerd Lakes Area Business & Relocation Guide* is an upscale, magazine-style publication that targets Lakes Area businesses, residents, and visitors, as well as those considering relocating to this area. This guide, which will be available in January 2008, features full-color photos and specific information on Lakes Area communities, real estate, business and economic trends, and education. Contacts for business relocation and expansion services, healthcare, technology, shopping, and transportation are also included, along with a complete Chamber membership directory. This publication has proven to be a valuable asset to the community, visitors, residents, and businesses—especially businesses that include it in their own marketing plans.

CHAMBER MEMBERSHIP DIRECTORY

The directory provides a business name, address, local and toll-free phone numbers, web address, e-mail address, and a 175-character business description. It will be utilized by businesses and residents who are in need of the services or merchandise listed.

DISTRIBUTION

Each Chamber member, advertiser, and inquirer to the Chamber will receive complimentary copies of the book. Other copies will be made available to interested parties at reduced costs. At least 20,000 copies will be printed.

EDITORIAL EXCELLENCE

The award-winning *LAKE COUNTRY JOURNAL MAGAZINE* staff designs and writes this publication.

PUBLISHED ANNUALLY

COVER PRICE

\$4.95 US
 \$6.95 Canada

PUBLICATION DEADLINES

Ad Space Reservation and Ad Materials Due: October 12, 2007

Final Ad Proof: October 26, 2007

LIMITED ADVERTISING SPACE AVAILABLE.

Contact Brian Lehman
 (218) 828-6424, ext. 25, or (218) 838-4158

EVERGREEN PRESS

P.O. Box 465
 Brainerd, MN 56401

FOUR COLOR RATES

	Chamber Member	Non-Member
Full Page	\$3750	\$5590
2/3 Page	2675	4005
1/2 Page	2055	3075
1/3 Page	1595	2375
1/6 Page	950	1415
1/12 Page	595	870

COVERS / SPECIAL POSITION RATES

	Chamber Member	Non-Member
OBC	\$4625	\$6945
IFC	4315	6475
IBC	3910	5830
Page 1	4315	6475
Page 2	4115	6160
Banner (B&W)	495	NA
1/2 Banner (B&W)	295	NA

BLEED

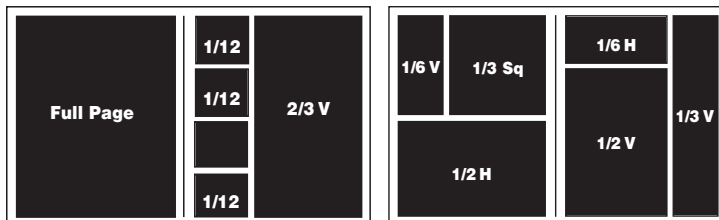
Add 10%

PREFERRED POSITION

Add 10%

INSERTS, GATEFOLDS, TEAR-OUT CARDS, AND NON-PROFIT RATES

Rates available upon request



AD SIZES	WIDTH	HEIGHT
Full page, bleed	8.25"	10.75" (extend 1/8 bleed)
Full page	7.125"	9.5"
2/3 page, vertical	4.69"	9.5"
1/2 page, vertical	4.625"	7.0625"
1/2 page, horizontal	7.125"	4.625"
1/3 page, vertical	2.25"	9.5"
1/3 page, square	4.69"	4.625"
1/6 page, vertical	2.25"	4.625"
1/6 page, horizontal	4.69"	2.25"
1/12 page, square	2.25"	2.25"
Banner	7.125"	1.5"
1/2 Banner	3.5"	1.5"

AD PRODUCTION:

Layout, design, and a maximum of two scans included at no additional charge.

Additional scans see below. Materials will be retained for two months unless return is specifically requested. The advertising rates published are for space only. Ads designed and produced for *Business & Relocation Guide* are provided to the advertiser at no cost*. However, these ads remain the copyright of Evergreen Press until purchased by the advertiser at the rates listed below, at which time the advertiser may use the ad in other publications. Upon purchase, the ad will be burned onto two CDs and made available to the advertiser. The ad may also be sent elsewhere for an additional charge of \$50. Custom work and ad resizing are also available at standard Evergreen Press production rates (call for estimate).

*Photography and special artwork will be charged separately.

1/12 page ads	\$70
1/6 page ads	\$200
1/3 page ads	\$350
1/2 page ads	\$500
2/3 page ads	\$750
Full page ads	\$950

Evergreen Press production costs over and above ad space costs that will be billed separately:

- **Hourly charge:** \$80
- **Minimum charge:** \$40
- **Ad transfer:** \$50 (includes disk and mailing)
- **E-mail ad/photo:** \$40 (plus hourly charges for ad or photo file search)
- **Color prints:** \$10 (plus hourly charges for ad or photo file search)
- **Photography:**
 - Stock \$50 to \$300 depending on difficulty to acquire
 - Studio Typically \$50 to \$75 per photo
 - Location Typically \$50 to \$75 per photo plus mileage
- **Rush charge:** \$50 additional [Rush charges will occur on all projects that need immediate assistance or that come into the art department after the ad material date has passed.]
- **Scanning:**
 - Published image size is:
 - less than 5x7: \$15/per scan
 - 5x7 or larger: \$25/per scan
 - Transparencies: \$35/per scan
- **Photo retouching:** \$80/hour

MECHANICAL REQUIREMENTS

Printing: Web Offset
 Binding: Perfect Bound
 Trim: 8 1/4" x 10 3/4"

DIGITAL PRODUCTION OF ADS

FILE FORMATS ACCEPTED:

QuarkXPress, Adobe Photoshop, and Adobe Illustrator. Mac format only.

IMAGES/SCANS:

TIFF or EPS format. Grayscale and CMYK images must be 300 dpi. Bitmap images must be 800 dpi.

FONTS:

Postscript Type 1 or Postscript Type 3. Do not apply style attributes to basic fonts. Include all fonts (print and screen).

COLORS:

CMYK process colors only, not RGB. PMS colors are not accepted (even if it is a "spot" color it still needs to be converted to CMYK mode). Please make sure that process separation is checked for all colors.

DISKS:

100mb ZIP, 1Gb JAZ, CD-R.

E-MAILING AD MATERIAL

E-mailed ads accepted only in formats listed above. PDFs accepted only upon approval by publisher.

DOCUMENT SIZES:

Build documents to the exact size of the ad and extend bleed (if necessary) 1/8" beyond page edge.

COLLECTION PROCEDURES:

Use Quark "Collect for Output" or "Flightcheck" documents to save files with all images and fonts on disks.

PROOFS:

Please include laser-copy proofs at 100% and a matchprint or color-appropriate proof. Evergreen Press will not be responsible for errors in ads provided without proofs. Include a name, address, and phone number with all materials.

FILM:

Film ads are not accepted.

DEADLINES:

Ad space reservation and materials due date: October 12, 2007

Final ad proof: October 26, 2007

QUESTIONS:

Please direct questions regarding your ad to the ad department so as not to incur unnecessary production costs.

Brian Lehman

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