

THE OFFICIAL GUIDE FOR NEWCOMERS & LOCALS

GRAND STRAND LIVING[®]

GrandStrandLiving.com

SALES GUIDE



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TYPE	MYRTLE BEACH AREA CHAMBER OF COMMERCE AD PACKAGE LEVELS:	BUDGET 1/6-Pg. Ad	BRONZE 1/4-Pg. Ad	SILVER 1/2-Pg. Ad	GOLD Full Pg. Ad
4-Color Ads	Ad in guide	*	*	*	*
	e-Guide ad	*	*	*	*
	Link on GrandStrandLiving.com - NEW stand alone Web site for 2010	*	*	*	*
	On-line link in e-Guide	*	*	*	*
	Relocation Inquiry Leads		*	*	*
Cost		\$1,147	\$1,676	\$2,735	\$4,850
Premium Ad Space	Ad - Inside Front cover, Inside Front Cover Facing Page, Inside Back Cover & Back Cover				*
	e-Guide ad				*
	Banner ad on GrandStrandLiving.com				*
	Link on GrandStrandLiving.com - NEW stand alone Web site for 2010				*
	On-line link in e-Guide				*
	Relocation Inquiry Leads				*
Cost					\$7,230
2-Color Ads	Ad in guide - Located in business directory	2 x 2	4 x 4		
	e-Guide ad	*	*		
Cost		\$464	\$925		
Additional Buys	Business Reply Card - Must have at least a 1/4-pg ad		\$928	\$928	\$928
	Additional Categorical Listing	\$74	\$74	\$74	\$74
	Rotating Banner Ad, on Home page 626 x 90 pixels First come first serve, purchase monthly or up to 3 months, one advertiser per month			\$199 Monthly	\$199 Monthly
	Online Business Directory with Logo			*	*
	Relocation Chamber Mail - .06¢ per panel/per lead		*	*	*

TIMELINE

Nov.	Ad sales begin	Jan. 18	Ad and additional listings payments due in full or ad space will be cancelled
Dec. & Jan.	Assemble ad materials	Jan. 15	New memberships must be in, to be listed in 2010 guide
Jan. 15	Ad sales close	Jan. 29	Final ad and proof deadline, 2 p.m.

NEW FOR 2010!

- Stand Alone Web Site, GrandStrandLiving.com
- GUIDE SIZE CHANGE – 8" x 10.500"
- Keyword Optimized
- PR efforts to promote site and guide
- Cross promote on vacation guide order page
- Easy to find link from VisitMyrtleBeach.com site
- Will be promoted locally

GRAND STRAND LIVING® –

the marketing reach you need – the relocation guide they'll want

GRAND STRAND LIVING® is a must have for those who are relocating to the Myrtle Beach area. It is the chamber's official and only fulfillment piece for newcomer inquiries and is the primary business guide to the area for established residents. We take out some of the frustrations of moving to a new town by highlighting community information, school statistics, housing options, health care choices and much more. Grand Strand Living puts your business in front of people actively looking to relocate, retire or find a trusted chamber member for products and services.

Included in Grand Strand Living are membership listings, both alphabetical and categorical, with two color ads in the categorical section in addition to the four-color ads throughout the book. Even businesses with small advertising budgets (four-color ads start at \$1,147.00) can make an impact and reach thousands of potential customers by advertising in Grand Strand Living. **A total of 30,000 will be printed also e-Guide with on-line link.**

It is the responsibility of the advertiser, not the advertiser's ad agency, to ensure prompt payment and timely submission of materials.

Grand Strand Living advertisers may purchase cases of the guide. Please contact Johanna Hodge at (843) 916-7236 or at Johanna.Hodge@VisitMyrtleBeach.com for pricing and ordering instructions. Orders must be placed by January 15, 2010.

PREFERRED PAGES

Four preferred pages exist – inside front cover and adjacent page, inside back cover, and back cover. Members who purchase a preferred page may also purchase additional space inside the guide. Two preferred pages purchased by one advertiser must be adjacent.

RATES

Published rates are net to the chamber and are not agency commissionable (see fax back form). Space reservations require full payment on or before January 18, 2010, or the ad space will be cancelled.

NEW SIZE! – 8" X 10.50"

FOUR-COLOR ADS:	WIDTH X HEIGHT	Publication Trim Size:	8.00 x 10.50
FULL-PAGE BLEED:	8.25" x 10.75"	Line Screen:	150
FINISHED SIZE:	8.00" x 10.50"	Bleed:	.125
HALF-PAGE FINISHED SIZE: No Bleed	7.5" x 4.875"	Live Area:	.250 from final trim size
QUARTER-PAGE FINISHED SIZE: No Bleed	3.85" x 4.875"	Maximum Density:	320
EIGHTH-PAGE FINISHED SIZE: No Bleed	3.85" x 2.435"		

TWO-COLOR ADS (within categorical listings):

Quarter-page finished size: 4 x 4

Eighth-page finished size: 2 x 4

SPECIFICATIONS: Completed ad and digital color proof must be received at the chamber on or before January 29, 2010 at 2 p.m.

DELIVERY: Please ship ad materials pre-paid to: Myrtle Beach Area Chamber of Commerce, Attn: Johanna Hodge, 1200 N. Oak Street, Myrtle Beach, SC 29577

ELECTRONIC DELIVERY: AdMaterials@VisitMyrtleBeach.com

If an ad is not submitted by January 29, 2010, a late fee of 10 percent of the ad space cost will be added to the advertiser's account. If an ad is not received by February 12, 2010, the advertiser forfeits all payments and the ad space.

SOFTWARE SUPPORTED: Macintosh Platform, QuarkXPress, Adobe InDesign, Adobe Illustrator, Adobe PhotoShop and Adobe Acrobat.

PREFERRED FILES: High-resolution PDF files. Embed ALL FONTS. Convert all RGB, SPOT and PMS colors to CMYK. Images must be CMYK, of adequate resolution (300 dpi) to produce a 150 line screen, and have a maximum density of 280. Use imported, high-resolution images at actual (100%) size. Enlarging images will reduce their resolution, possibly rendering the image unacceptable.

CONTRACT PROOFS: Please provide a color laser proof. If color critical please submit Direct Digital Halftone Proofs are acceptable for matching on press. Examples are Kodak Approval, Matchprint Digital, and Presstek. Standard GATF or SWOP color bars are to be included on the proof.

Ad rate does not include ad design.

QUESTIONS:

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