

The Good Life

The Good Life is a glossy, annual community guide with a minimum of 80 pages, published by the Rogers-Lowell Area Chamber of Commerce. The magazine features maps, restaurants and lodging lists, information on activities and attractions in the region and resources for visiting, living, working and playing in the Rogers-Lowell area. More than 25,000 copies will be circulated throughout the year to tourists, business travelers, new residents, current citizens and convention attendees. Distribution points include the Chamber's Visitor Information Center, the John Q. Hammons Convention Center, NWA Regional Airport, World Trade Center Arkansas, statewide tourism center, as well as local hotels, real estate offices and corporations including Walmart, J.B. Hunt, Glad Manufacturing and the University of Arkansas. An online version of The Good Life is also available at RogersLowell.com, featuring links to all advertiser websites at no additional charge.

Advertising Rates & Sizes

| (x) | Size | Cost | Specification |
|-----|----------------------------|---------|---|
| | Back Cover | \$4,200 | Bleed: 8.875"w x 11.0"h / No Bleed: 8.375"w x 10.5"h |
| | Inside Front or Back Cover | \$3,400 | Bleed: 8.875"w x 11.0"h / No Bleed: 8.375"w x 10.5"h |
| | Full Page | \$3,200 | Bleed: 8.875"w x 11.0"h / No Bleed: 8.375"w x 10.5"h |
| | 1/2 Page | \$2,100 | 7.75"w x 4.5"h |
| | 1/3 Page | \$1,700 | 5.0"w x 4.75"h |
| | 1/6 Page | \$850 | Vertical: 2.5"w x 4.75"h / Horizontal: 5.0"w x 2.1875"h |
| | 1/12 Page | \$500 | 2.5"w x 2.25"h |

*Please note: Publication final trim size is 8.375"w x 10.5"h.

Specifications

Ads may be submitted on labeled CD or by email. The submitted ad must be in high-resolution TIFF or PDF format and should not require any accompanying fonts, images or artwork. Do not submit files in RGB format or with embedded spot colors. Ads submitted as TIFF files must be 300 dpi, in CMYK mode, and flattened. Ads submitted as PDF files must have all elements (including fonts) embedded or outlined, and should be saved at the "High Quality Print" setting. All images in the ad should be a least 300 dpi at the size the image is used within the ad prior to saving as a PDF. Please ensure that the submitted ad exactly matches the ad dimensions on this form. **SEND ADS TO ADS@ROGERSLOWELL.COM.**

Advertising rates do not include ad design of ads which do not meet specifications. **Production charges (\$75 per hour) for changes to ads will be incurred and billed should there be any additional work necessary to adjust ads.** A list of Chamber member advertising agencies is available to assist members with production of advertisements, or search the Business Directory at www.RogersLowell.com. Ad rates are full-color net rates, and are non-commissionable (no agency discounts apply).

Deadline

All advertising contracts, materials, revisions and final ads are due by **December 31, 2018**. Failure to meet the deadline will result in the advertiser's a) previous year's ad reprinted if the same size is contracted for the current year; or b) business name, address, phone number and website printed in the contracted space.

Payment

Full payment via check or credit card should accompany all contracts. However, one half may be paid at signing, with the remainder due within sixty days. If payment is not received by press time, the ad will be pulled from the publication. Checks should be made payable to: **Chamber Publications, Inc.**

Placement

Every effort will be made to honor reasonable placement requests. Ads are placed in related sections whenever possible. However, due to the need for flexibility in the publication's design, **exact placements cannot be guaranteed.**

Chamber Publications, Inc. (CPI) reserves the right to reject any ad that, at its own discretion, is not in good taste or not in keeping with the best interests of the members of the Rogers-Lowell Area Chamber of Commerce (RLACC). CPI reserves the right to require changes in copy and format that in its opinion is misleading or deceptive. Final authority over content and distribution rests with the Board of Directors of CPI, a wholly-owned corporation of RLACC.

Previous year advertisers are guaranteed first refusal rights on the same size ad previously purchased. All additional ads will be accepted on a first-come, first-served basis. Once all available space is sold, additional contracts will be accepted with the understanding that they will be honored only if enough advertising is sold to justify a page increase.

We will supply new ad materials by Dec. 31, 2018

Please repeat our 2018 ad without change

By signing this contract, I agree to abide by all the terms and conditions specified.

Business Name _____

Contact Name _____

Address _____

Email _____

Signature _____

Date _____

Rogers-Lowell Area Chamber of Commerce • 317 W. Walnut Street • Rogers, AR 72756 | Phone 479.636.1240 • Fax 479.636.5485 • RogersLowell.com

For office use only

Member ID# _____ Sales _____ Art Rec. _____ Sp. Request _____ CSM Approved _____ Proof Sent _____ Renewal _____

Version 2017.001 Date _____ Rec. From _____ Edits _____ New Requested _____ Proof Approved _____ New Advertiser _____