



# CARLSBAD MAP

Our detailed map is distributed at key points throughout the city for tourists and locals alike. Clear and easy to read, this map is a popular resource for getting to know the area and is a great way for members to promote their business to curious Carlsbad explorers. With advertising options for any budget, don't miss this opportunity to put your member business on the map.

POSITION	(W x H)	RATE
BACK COVER	3.25" x 8.375"	\$2,695
INSIDE COVER	3.25" x 8.375"	\$2,595
FULL PANEL	3.25" x 8.375"	\$2,195
HALF PANEL	3.25" x 4"	\$1,095
HORIZONTAL HALF	6.87" x 1.94"	\$1,095
1/4 PANEL	3.25" x 1.94"	\$595

## PAYMENT AND DISCOUNT POLICY

A cash discount of 5% will be allowed providing cash payment is made in full at the time the order is placed. Credit cards and checks are accepted for payment, however, the cash discount **does not apply**. 501(c)(3) organizations qualify for a 10% discount pending verification of non-profit status.

## MULTIPLE INSERTIONS

Largest or most expensive display ad is full price. Subsequent reservations of equal or lesser value will qualify for a 10% discount

## SPECIAL POSITION

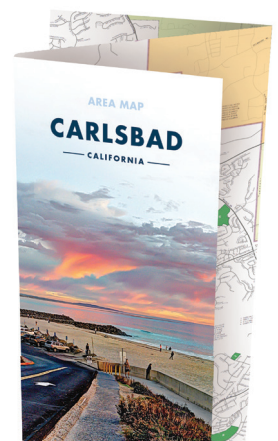
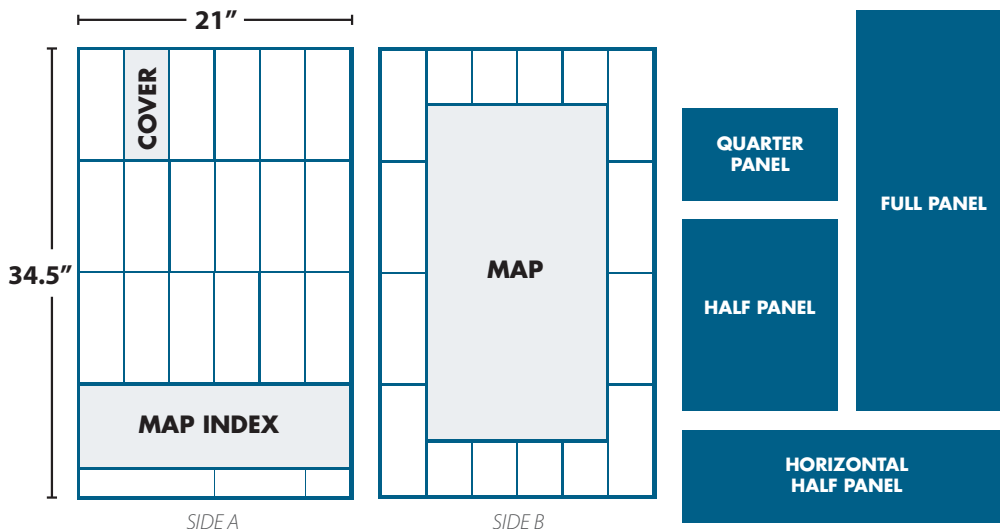
Position requests subject to 25% surcharge, otherwise position is not guaranteed except for covers.

## SPECIFICATION REQUIREMENTS

Camera ready ads must be supplied and formatted as PDF/X-1a with all Spot or PMS colors converted to CMYK. Resolution for images should be 300 dpi and all text converted to outlines. Ads with excessive ink coverage or saturation may not be eligible for special position requests. All images must be properly licensed for commercial usage. Proof of image ownership may be requested.

Please contact the Chamber for questions regarding any specification requirements.

## ADVERTISEMENT PLACEMENT REFERENCE



## FOR MORE INFORMATION PLEASE CONTACT

Last updated March 2019