

MUSKEGON

Living on the Lakeshore
Community Profile

World-class Business, Hometown Living



The Muskegon Area Chamber of Commerce answers thousands of requests for information on the Muskegon area every year. In order to fulfill these requests, we are working on an exciting publication to promote our community and all that it has to offer.

Call 1-800-491-1760 or book your ad online:
www.harborhouse.com/muskegon.htm

The *Living on the Lakeshore Community Profile* is an image piece, designed to show current and prospective businesses, employees and residents the exceptional quality of life we have to offer. We will highlight our assets in business, healthcare, education, recreation, arts and culture, transportation and housing.

Four-thousand (4,000) copies of the *Living on the Lakeshore Community Profile* will be produced in a top quality, full-color, glossy, magazine format – a true image piece to promote the Muskegon area.

The *Living on the Lakeshore Community Profile* is completely supported by advertising placed by Chamber members and area businesses. There are many good reasons to support this project, but the most important is the promotion of your business and the economic development of our area.

You get a full package of benefits:

- Full-color advertisement in the *Living on the Lakeshore Community Profile*
- Banner ad on the Chamber's web site for one full year
- One-half and full page advertisers also receive an enhanced listing on the Chamber's web site for one full year
- Premium position advertisers also get a logo with their enhanced listing on the chamber website

You may also wish to purchase additional copies of the *Living on the Lakeshore Community Profile* for your own business use, at a rate of \$195 per 100 copies.

BUSINESS FEATURES ALSO AVAILABLE

In addition to display advertising, business features are available to those wishing to convey their message in an editorial format:

- This combination editorial/advertising vehicle resembles a magazine article in content and appearance
 - Each business feature will consist of 100 to 150 words, plus photography
 - Business features are available in full page and half page sizes



For one low price your advertisement will appear both in print and on the web

RATES

All positions full-color at no additional cost

Full page	\$2,575
1/2 page island	1,495
1/2 page	1,295
1/4 page675
1/8 page350

PREMIER POSITIONS

Back Cover	\$2,995
Inside Front Cover	2,875
Inside Back Cover	2,875
Page One premier position	2,875
Page Two premier position	2,875
Last Page premier position	2,875
Full page Business Feature	2,725
One-half page Business Feature	1,450

Terms: Billed upon publication. Net 10 days. Payable to Harbor House Publishers, Inc. Two percent (2%) discount for payment at time of order. 1.5 percent finance charge on accounts aged over 30 days. 15 percent commission to recognized AAAA agencies. No agency commissions on invoices aged beyond 60 days. Payment can also be made by Visa, MasterCard or American Express.



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Need help with ad design and production? Let us design your advertisement for you!



Full Page



1/2 Page Vertical



1/2 Page Horizontal



1/2 Page Island



1/4 Page



1/8 Page

2009/10 Living on the Lakeshore Community Profile

221 Water Street
Boyne City, MI 49712
(800) 491-1760
FAX: (866) 906-3392
harbor@harborhouse.com
www.harborhouse.com/muskegon.htm

MECHANICAL REQUIREMENTS

Four-Color, R.O.P. (Offset)

SIZE OF MATERIAL	WIDTH	DEPTH
Full Page	7 1/4" x	9 3/4"
Bleed Page	8 7/8" x	11 3/8"
trimming to*	8 1/2" x	11"
1/2 Page (horizontal)	7 1/4" x	4 13/16"
1/2 Page (vertical)	3 1/2" x	9 3/4"
1/2 Page (island)	4 3/4" x	7 1/2"
1/4 Page	3 1/2" x	4 13/16"
1/8 Page	3 1/2" x	2 5/16"

*On bleed pages, keep all live matter 3/8" from trim on all sides. Require 3/16" bleed on all sides.

ELECTRONIC FILES

We are Mac-based and prefer ads distilled as PDF files using press optimized settings with all fonts embedded. We also accept QuarkXpress, TIF, JPG and EPS files. QuarkXpress files must be submitted with all supporting files. We recommend TIF and JPG files with type be created at 600 dpi resolution. EPS files should have fonts converted to outlines. Minimum resolution of 300 dpi is required.

We print direct to plate. We do not accept film. Ads not supplied electronically will be scanned or rebuilt and a production charge will be required. We do not accept coupon advertising. We do not accept Word, Powerpoint or Publisher files (or any like programs). Files supplied in Word, Powerpoint or Publisher will be distilled as a PDF or recreated and a production fee will be charged.

Client takes full responsibility for the accuracy of files supplied. We do not assume responsibility for reproduction quality of electronically submitted photography or advertisements. We reserve the right to return advertisements not supplied to our requirements.

We accept DVD or CD media. A color proof must accompany media with software information, or upload your file (limit 75 Mb) to our FTP site at www.harborhouse.com/muskegon.htm.

If you require your advertisement for use in another publication, there will be a fee charged, based upon the time involved.

CONTRACT REQUIREMENTS

A. Advertiser and advertising agency assume liability for content of their advertisements and assume responsibility for any claims arising there from made against the Publisher, and agree to indemnify the Publisher against any expense or loss suffered by reason of such claims. **B.** All copy subject to Publisher's approval. **C.** Positioning of advertising is at the discretion of the Publisher except where positions are covered by contract. **D.** Advertisements not received by closing date will not be entitled to proofs. **E.** Cancellations or changes in orders not accepted after closing date. Preferred position not cancellable at any time. **F.** Failure of advertiser or advertising agency to make an insertion order correspond in price to specification with the scheduled rate is regarded as a clerical error and the advertisement is published and charged according to the terms of the schedule in force without further notice. **G.** In the event of non-payment, the publisher reserves the right to hold advertiser and/or agency jointly and severally liable for such monies as are due and payable.

Reserve your space today by returning this form

NAME _____

FIRM _____

MAILING ADDRESS _____

CITY _____

STATE _____ ZIP _____

TELEPHONE _____

FAX _____

EMAIL _____ WEB _____

SIGNED _____ DATE _____

Please insert our advertisement in the **Living on the Lakeshore Community Profile**

- Please repeat the advertisement you have on file.
 - Our advertisement is attached.
 - We will send a new advertisement under separate cover.
 - Prepare an advertisement based on the attached material. I understand there will be a charge for production services.
- _____ SIZE
- I need more information.
 - Please send invoice upon publication.
 - Check enclosed with order for 2% prepayment discount.
 - I wish to order _____ copies at a rate of \$195/100 copies.

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