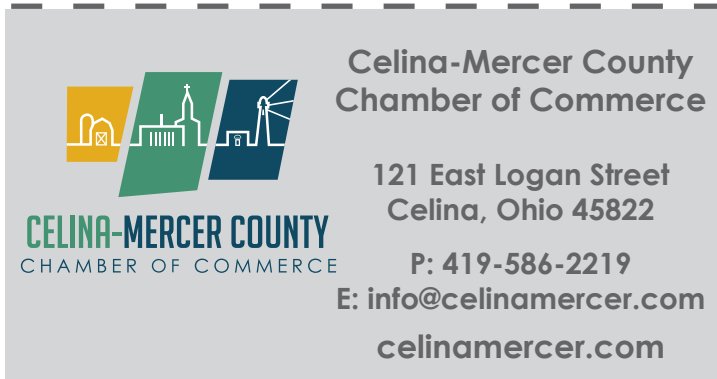


AD SPEC SHEET

1/2 Page:
3.75"W x 4.125"H
There will be a white space around the ad.
Ad Artwork Submitted by Chamber Member



Celina-Mercer County Chamber of Commerce
121 East Logan Street
Celina, Ohio 45822
P: 419-586-2219
E: info@celinamercer.com
celinamercer.com

Completed Artwork Example



Celina-Mercer County Chamber of Commerce
celinamercer.com

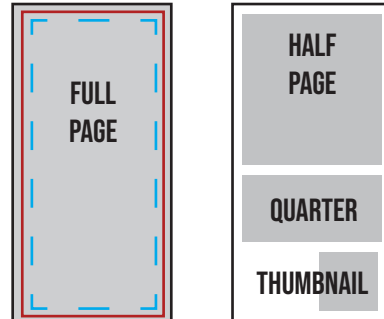
Generic Ad Example



Celina-Mercer County Chamber of Commerce
celinamercer.com

Completed Artwork Example

Full Page:
4.25"W x 9.25"H
Live Area 3.5"W x 8.5"H



— — Safe Zone is 3.5" x 8.5"

Your ad elements must be within a 0.375" margin from each edge of the FULL PAGE ad to avoid getting trimmed off.

— Ad size. This is the full size of the ad. The page's bleed is included in the dimension.

Spread:
A template is available

Artwork Submitted by Chamber Member for full page and spread.

● **Full Page | 4.25"W x 9.25"H**

Safe Zone is 3.5" x 8.5"

● **1/4 Page | 3.75"W x 2"H**

Logo, Contact Info and Domain Address Submitted by Chamber Member

● **Thumbnail or 1/8 Page 1.5"W x 2"H**

Logo and Domain Address Submitted by Chamber Member

Generic AD

A Generic ad will fill your ad placement if content is **NOT** received within 30 days.

The Generic 1/4 page ad includes your name, address, phone and website address.

The Generic thumbnail or 1/8 page ad includes your name and website address.

All submitted ad art **MUST** follow these ad specs.

AD AGREEMENT & SUBMISSIONS

EMAIL AD FILES TO: Ads@CELINAMERCER.COM



AD SPEC SHEET

AD AGREEMENT & SUBMISSIONS

ALL EMAIL AD FILES TO: ADS@CELINAMERCER.COM

AD ART & TECHNICAL REQUIREMENTS

- Press Ready PDF files, with all type converted to outlines with artwork embedded. PDF files must be high resolution (300 dpi), CMYK and built to the exact ad dimensions. No crop marks, info slugs or other unnecessary non-ad material on artboard files.
- Acceptable formats include:
 - InDesign EPS / TIFF files
 - High resolution (300 dpi) Illustrator and Photoshop files.
- Bleed is where the ad runs off the page with no border. Available only on full-page ads. See example.
- On full-page ads, all type and other elements such as graphics, content etc. not intended to bleed must be kept within the safe zone. See the example of the blue dotted line. Allow 0.125" trim on all bleed edges.
- All colors must be CMYK, no spot colors.
- File names MUST contain advertiser name.
- Microsoft Publisher and Word Files are NOT accepted for professional print.
- **DO NOT** submit images from websites, Google images or any image you do not have permission to use.
- All submitted ads must follow these ad specs or run the risk of being rejected.

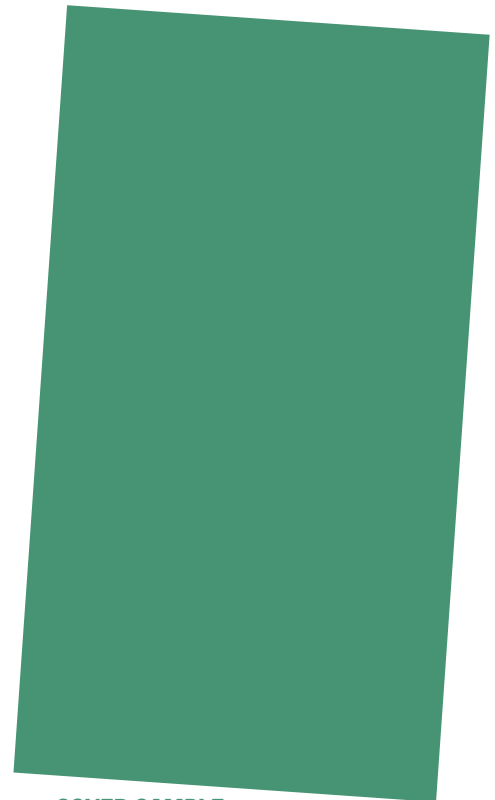
• ONLY PREMIUM AD POSITIONS ARE GUARANTEED - BACK COVER, INSIDE COVER, BACK INSIDE COVER, CENTER SPREAD.

• IF AD CREATION IS REQUESTED, AN ADDITIONAL CHARGE OF \$125.00 TO INCLUDE ONE REVISION AND CORRECTIONS IF NEEDED.

• DUE TO PRINT AND PUBLICATION DEADLINES, PLEASE BE ADVISED THAT ALL SALES ARE FINAL AND NO REFUNDS WILL BE ISSUED. FURTHER, DUE TO PUBLICATION AND DISTRIBUTION OF PRINT MATERIALS CONTAINING INFORMATION AS TO ALL ADVERTISERS, NO ADVERTISER MAY WITHDRAW FROM PARTICIPATION. ADVERTISER AGREES TO PARTICIPATE FOR THE DURATION OF THE PUBLICATION WITHOUT EXCEPTION.

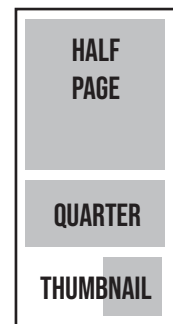
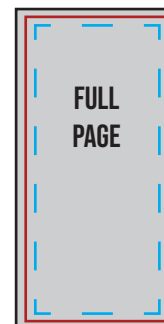
GENERIC AD

A generic ad will be created for your ad placement if content is **NOT** sent within 30 days. The generic 1/4 page ad includes your name, address, phone and website address. The thumbnail or 1/8 page ad includes name and website address. SEE AD TERMS ON AD RATE PAGE.



COVER SAMPLE

Full Page:
4.25"W x 9.25"H
Live Area 3.5"W x 8.5"H



— — Safe Zone is 3.5" x 8.5"

Your ad elements must be within a 0.375" margin from each edge of the FULL PAGE ad to avoid getting trimmed off.

— Ad size. This is the full size of the ad. The page's bleed is included in the dimension.