

CELEBRATE 102 YEARS OF CONNECTING THE COMMUNITY

2021 RATES

Midway Chamber

DIRECTORY



❖ **Ad Space Reservation:** Feb. 1, 2021

❖ **Distribution:** April 2021

❖ **Ad Copy Submission Deadline:** Feb. 15, 2021

❖ **Circulation:** 20,000 (18,000 home delivered)

Member Ad Rates

Front/Back Covers (includes 4-color printing)

Front Cover Ad Strip AND Back Cover \$3030

Back Cover Only \$2555

Inside Front/Back Covers

(listed rates include 4-color printing)

Full Page \$2350

1/2 Page \$1470

1/4 Page \$920

1/8 Page (business card size) \$575

Inside Pages

	4-Color	Black&White
Full Page	\$1745	\$1345
1/2 Page	\$1315	\$1005
1/4 Page	\$860	\$660
1/8 Page (business card size)	\$507	\$382
1/16 Page	\$280	\$205

Additional Category Listings

In Business Directory \$51

Print Mechanicals

Book Final Trim Size 8¼" wide x 10¾" deep

Ad Sizes (WIDTH X HEIGHT)

Full Page 7" wide x 10" deep

1/2 Page Vertical 3¾" wide x 10" deep

1/2 Page Horizontal 7" wide x 4¾" deep

1/4 Page 3¾" wide x 4¾" deep

1/8 Page 3¾" wide x 2½" deep

1/16 Page 1½" wide x 2½" deep

Camera Ready Ad Specifications

- Acrobat PDF Files are Preferred: Save at high (press) resolution
- If Providing Photoshop, TIFF, or JPEG Files: set your resolution at "high" – no less than 300 dpi

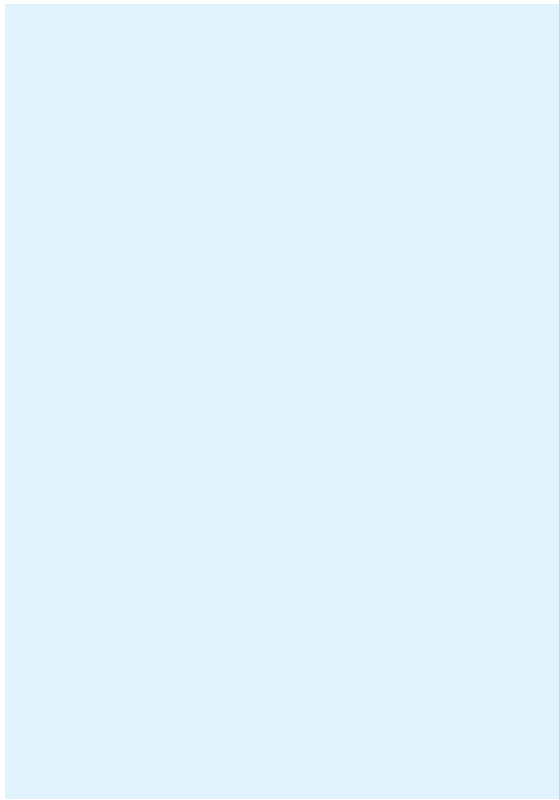
Non-Member Ad Rates

	4-Color	Black&White
Full Page	\$2120	\$1720
1/2 Page	\$1600	\$1295
1/4 Page	\$1045	\$845
1/8 Page (business card size)	\$615	\$490
1/16 Page	\$365	\$290

For advertising information, contact your sales rep:

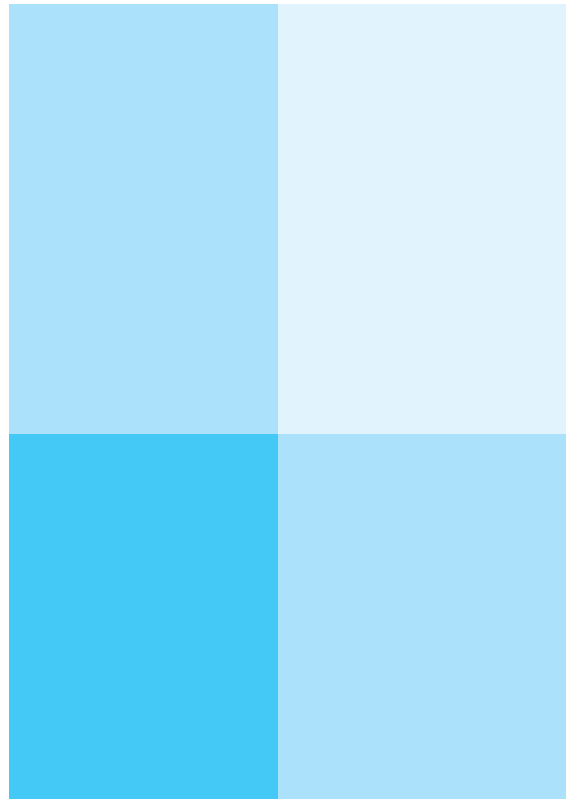
Denis Woulfe • Denis@monitorsaintpaul.com • (651) 917-4183





Full Page 7" wide x 10" deep

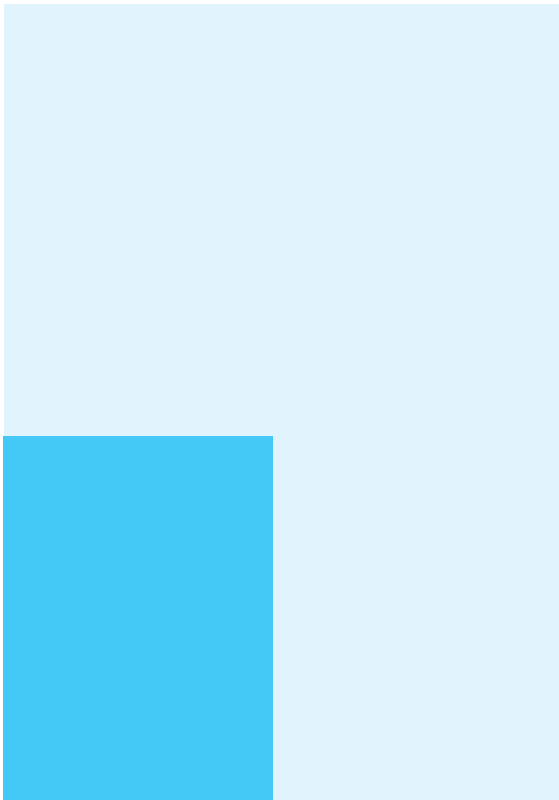
Member \$1745 color \$1345 BW
Non-Member \$2120 color \$1720BW



1/2 Page V: 3 3/8" wide x 10" deep

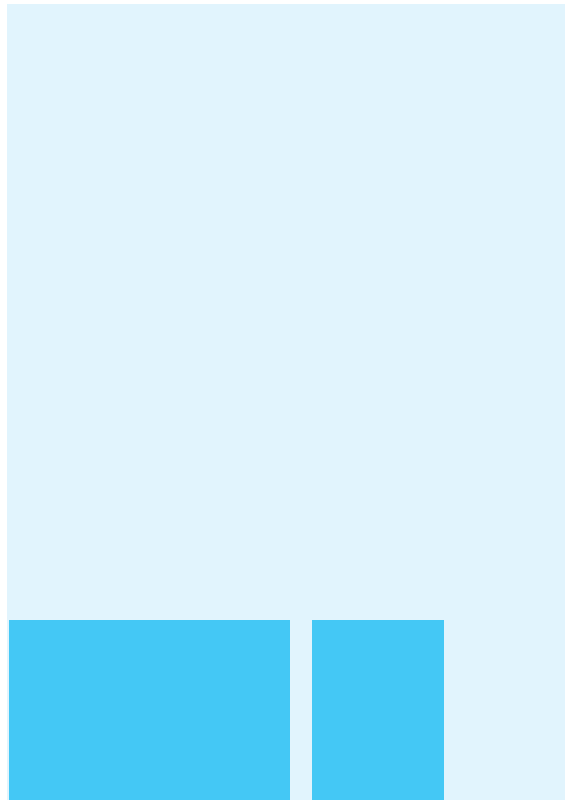
1/2 Page H: 7" wide x 4 5/8" deep

Member \$1315 color \$1005 BW
Non-Member \$1600 color \$1295BW



1/4 Page 3 3/8" wide x 4 5/8" deep

Member \$860 color \$660 BW
Non-Member \$1045 color \$845BW



1/8 Page (business card) 3 3/8" wide x 2 1/8" deep

Member \$507 color \$382BW
Non-Member \$615 color \$490BW

1/16 Page 1 1/2" wide x 2 1/8" deep

Member \$280 color \$205BW
Non-Member \$365 color \$290BW