



2022/2023

Wilmette & Kenilworth

DINE • SHOP • PLAY • LIVE

PRODUCED BY THE
WILMETTE/KENILWORTH
CHAMBER OF COMMERCE

Photo by Chicago's North Shore
Convention and Visitors Bureau

WILMETTE-KENILWORTH CHAMBER OF COMMERCE
2023/2024 COMMUNITY GUIDE



Dear Chamber Member:

Believe it or not, it's already time to prepare the 2023 Community Guide!

The Guide is the most comprehensive collection of local information available. **Wilmette & Kenilworth residents love receiving it and use it as a helpful resource guide all year long.** This year we are delighted to forge a new partnership with Town Square/Daily Herald Media Group, producer of multiple North Shore community publications.

While some would argue that print publications aren't necessary in this age of digital communications, we believe that there is value in producing a high quality, affordable advertising tool for businesses that connects local residents with a variety of resources.

Plus, **direct mail continues to attract the attention of consumers** more than any other marketing method. Why? Because direct mail stands apart from the outpouring of online communication that we interact with daily. Experts say you need both direct mail and digital working together to maximize your exposure and generate a steady stream of leads for your business.

- This is exactly why the annual **Community Resource Guide** is the **perfectly-timed** promotional piece for your business. It **combines the best** of print and digital advertising in one piece.
- The Guide is **mailed to every address in Wilmette and Kenilworth.**
- There is an **interactive digital edition of the Guide on the Chamber website**, with a **live link** to the URL in your ad.
- The Chamber will provide **supplemental advertising** through e-mail blasts and social media to residents encouraging them to use both the booklet and the online Guides.

I encourage you to take advantage of this outstanding and affordable opportunity to promote your business.

You will soon be contacted by Sales Director, Peter Hansen about placing your ad. However, feel free to contact Peter now to reserve your spot today at 847-624-8216 or phansen@tspubs.com, or p.hansen@comcast.net.

Sincerely,

Jennifer Herren Gatesman
Executive Director

Enclosures

*<https://theneighborhoodconnection.com/is-direct-mail-dead/>)

WILMETTE-KENILWORTH CHAMBER OF COMMERCE 2023/2024 COMMUNITY GUIDE

Publication Date

Mid June 2023

To Reserve Your Space

Pete Hansen

847-624-8216

phansen@tspubs.com



Your Custom Publishing Partner
A Daily Herald Media Group Company
EMPLOYEE-OWNED

WILMETTE-KENILWORTH CHAMBER OF COMMERCE 2023 Community Guide

- 12,750 copies printed
- Direct Mailed to all Residents and Businesses in Wilmette and Kenilworth
- 12 month shelf life
- Complimentary full color ad layout and design
- Online eBook with Hyperlinks to Your Website
- Supports the Chamber of Commerce

ADVERTISING RATES

	<u>Member Price</u>	<u>Non-Member Price</u>
Full Page	\$1,210	\$1,705
Half Page Vert & Horiz	\$750	\$1,025
Banner	\$450	\$655
Quarter Page	\$450	\$655
Eighth Page	\$310	\$450

PREMIUM POSITIONS

	<u>Member Price</u>	<u>Non-Member Price</u>
Back Page*	\$2,150	N/A
Inside Front Cover	\$2,050	N/A
Inside Back Cover	\$1,950	N/A
Pages 3-25 Right Side	\$1,550	\$1,995
2 Page Center Spread	\$2,480	N/A

**Back Cover Ad Size w/ Bleed is 8.75" x 9"*



ADVERTISING SPECIFICATIONS

Camera Ready Ad Specs

Using one of the following software programs:

- Adobe Illustrator CS
- Photoshop CS

We can use the following software applications:

- Adobe Acrobat * PDFs should be system ready
- Adobe InDesign CS
- Adobe Illustrator CS
- Adobe Photoshop CS

Fonts

Fonts must be:

- Postscript Level 1 or 2.
- Some programs allow fonts to be rendered as art or paths and should be done so if using true-type fonts.

Art & Files

- **Colors must be converted to CMYK.**
- **No rich black text.**
- Rich black fills 100% black/40% cyan
- Any art used in the ad must be included on the disk as a TIFF or EPS file.
- PDF files (high resolution) can be submitted, but please keep in mind that we cannot change these files if needed.
- When generating PDFs, the Compression setting should have no boxes selected and in the Advanced section, select Distill with prologue.ps/epilogue.ps. Also select Device Independent (More Accurate) for Color Conversion.
- **Files must be submitted with a resolution of 300 dpi for color and grayscale images.**
- A resolution of 1200 dpi must be used for lineart images.
- **Art obtained from a website is usually 72 dpi and should not be submitted unless it is a least 300 dpi and of good quality.**
- **Taking a 2 x 2 inch image of 72 dpi and then increasing the image to 300 dpi is not acceptable.**
- Digital cameras usually offer low resolution files that appear grainy and should not be submitted.
- Art should be the size needed for the ad or larger. When small files are enlarged they degrade in quality and should not be submitted.

Advertising Dimensions

