

The DHCC, in conjunction with EasyChair Media LLC, is pleased to announce production of

The Denver Hispanic Chamber of Commerce Directory & Magazine 2007-2008

INFORMATION AND INSPIRATION FOR BIG AND SMALL BUSINESS

Do you want to increase your local business profile and improve revenues and market share? Advertise in the upcoming edition of the *DHCC Directory & Magazine*, specifically designed as a marketing tool and resource guide for the DHCC's service area.

Scheduled for distribution in September, this hard-bound, 4-color membership magazine (total distribution of 10,000) is designed to be an excellent resource guide and marketing opportunity for all Chamber members. This second issue promises to be even better than last year's and provide even more of the information you need to make your business a greater success. In addition to the valuable editorial, the *DHCC Membership Directory & Magazine* includes a detailed membership listing.

- 10,000 total circulation. Targeted distribution to Chamber Members, partners, and affiliations (a great promotional tool for you).
- Enhanced four-color design and formatting featuring EasyChair's graphic look and feel.
- Flexible and affordable advertising packages designed to promote your particular business.
- Payment terms available.

Be a part of this exciting chamber endeavor for the DHCC!

Secure your ad early to ensure placement!

Space reservation deadline: August 1, 2007

Publication Date: Mid-September 2007

Contact:

Jeneé Centeno
Project Director
720-364-3991

jenee@easychairmedia.com

Kristie Melendez
Publisher

800-741-6308 • 970-686-5805

kristie@easychairmedia.com



Chamber Member Ad Rates

(all costs are for four color)

Premium Positions:

Inside Cover and Page 3	\$ 2,795
Page 5 and 7	\$ 2,695
Inside Back Cover	\$ 2,695
Back Page.....	\$ 2,850

2-page Spread	\$ 4,650
Full Page	\$ 2,595
Half Page.....	\$ 1,595
Quarter Page	\$ 995
Eighth Page.....	\$ 495
Directory Page Sponsorship	\$ 395
Highlighted Listing.....	\$ 195

Feature your business with a Business Success Ad!

1/6 Page (mini-profile)	\$ 595
Full Page (company-profile)	\$ 2,895

Success Ads include photo, write up, and creative

Space Reservation Deadline	August 1
Ad Material Deadline	August 15

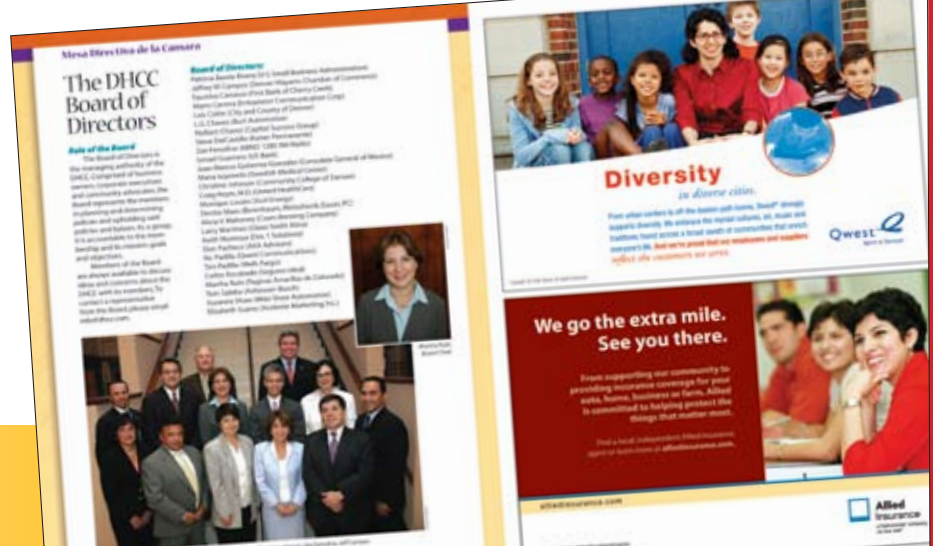
Payment terms: 1/3 due at contract,
1/3 at proof, 1/3 upon publication



Your easy choice for creative
print media solutions

The Denver Hispanic Chamber of Commerce

Directory & Magazine 2007-2008



Ad Specs

Mechanical Requirements

Camera-ready ads must be submitted in either of the following formats:

PDF

Mode: CMYK

Resolution: 2400 dpi at 100% size

Embedded images: CMYK, 300 dpi

All PMS, RGB, and spot colors must be converted to CMYK. All fonts must be embedded or converted to paths.

JPG

Mode: CMYK or RGB*

Resolution: 300 dpi at 100% size.

*JPG files may be sent RGB to reduce size; we will convert them to CMYK.

Please make your files the exact size of the ad (i.e., do NOT include crop marks unless you are submitting a full-page bleed ad).

File Submission

Files up to five megabytes (5MB) in size may be e-mailed directly to: dianehokans@aol.com (please indicate "DHCC" and client name in subject field). If your file is larger than 5 MB, please call your ad representative for submission instructions.

Contact:

Kristie Melendez, Publisher
800-741-6308 • 970-686-5805
kristie@easychairmedia.com



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Ad Sizes

The DHCC magazine page size is 8.25" x 10.75". Because your ad will be in PDF or JPG format, it is not necessary that your ad exactly match the sizes listed below (because PDF and JPG files can be 'stretched' to fit a frame). However, to avoid visual distortion, ads should be as close as possible to the following dimensions:

Ad Dimensions (width x height)

- Eighth page 3.6875" x 2.375"
 - Sixth page 2.41" x 4.875"
 - Quarter page 3.6875" x 4.875"
 - Half page (horizontal) 7.5" x 4.875"
 - Half page (vertical) ... 3.6875" x 9.875"
 - Full page (no bleed) 7.5" x 9.875"
 - Full page (bleed) 8.25" x 10.75"
- PLUS .25" bleed on all four sides

Design Fees for Make-Ready Ads

- Full page \$300*
- Half page \$200*
- Quarter page \$150*
- Eighth/Sixth page \$100*

*Typical design fees based on an hourly rate of \$75/hour.