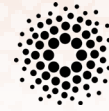
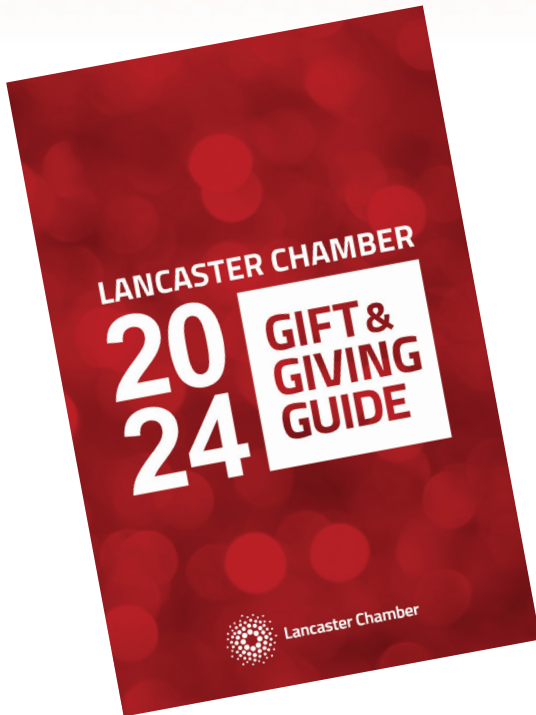


Gift & Giving Guide 2024

Advertising Information and Specifications



Lancaster Chamber



Shine This Season!

Showcase Your Business in the 2024 Holiday Gift & Giving Guide.

Get into the holiday spirit by showcasing your business as the go-to choice for corporate gifts, festive donations, party catering, and event venues! Join the 2024 Business Gift & Giving Guide to spread some cheer, spotlight your offerings, and make sure your brand shines bright this season! This guide has important information about ad specs, due dates and additional information about your purchase. *Please read thoroughly!*

Reach by the Numbers:



1,300

Total Number of Members



20,000

Total Email Contacts



23,600

Social Media Followers



10,000

Monthly Website Pageviews (avg)



8,000

Monthly Website Unique Visitors (avg)

Target Audience:

This opportunity catches a wide net of business types and industries – but would categorize the publication as a B2B & BRC resource guide. Print will reach all Chamber members and partners. The digital version will be sent to the Chamber database with a comprehensive communication plan using email marketing (19,500 contacts) and Social Media platforms (Reach of 22,000 followers).

Member Complimentary Listing:

Members of the Lancaster Chamber receive a **free** business listing alphabetically by category:

- Retail (Section: Retail & Gifts)
- Restaurant, Food, Beverages/Event planning & venues (Section: Vendors, Venues, & Catering)
- Community civic orgs/nonprofits (Section: Corporate Giving)
- Art, entertainment, recreation (Section: Experiences)

Listing Formatted as follows:

A-Z CATEGORY

Standard Business Listing Format

- Business Name
- Phone Number
- Website

Your Company, LLC
phone number
yourcompanyllc.com

Advertising Section

- **INSIDE FRONT: FULL PAGE** 5.25"w x 8"h \$800
- **INSIDE BACK: FULL PAGE** 5.25"w x 8"h \$800
- **FULL PAGE** 5.25"w x 8"h \$600
- **HALF PAGE** 5.25"w x 3.875"h \$400
- **QUARTER PAGE** 2.5"w x 3.875"h \$200

Directory Section

FEATURED LISTING IN CATEGORY \$175

Includes the following information:

- Business Name
- Company Logo
- Short Description (25 or less words)
- Phone Number
- Website

Advertising Timeline

OCTOBER 11	Sales End
OCTOBER 16	Ads Graphics Due
OCTOBER 22	Digital Publication Launch
OCTOBER 25	Print Publication Mailed

Ad Specifications & Guidelines

- Full color is preferred for all ads, without additional cost
- Ads must be provided as a press-ready, high-resolution
- Accepted file types: (CMYK) PDF or JPEG
- All images should be at 100% print size and 300 dpi
- File size should not exceed 100MB

Changed addresses recently? New website launched? Make sure your information is updated in our database!

Contact Laurel Riehl, Data and Verification Specialist if you want to update the system. *Final data changes are due by October 16.* (717) 397-3531 ex. 280, lriehl@lancasterchamber.com

Gift & Giving Guide 2024

Advertising Placement, Pricing and Specs



Lancaster Chamber

PREMIUM PLACEMENTS

- **INSIDE FRONT: FULL PAGE** 5.25"w x 8"h \$800
- **INSIDE BACK: FULL PAGE** 5.25"w x 8"h \$800

ADVERTISING SECTION(S)

- **FULL PAGE** 5.25"w x 8"h \$600
- **HALF PAGE** 5.25"w x 8"h \$400
- **QUARTER PAGE** 3.5"w x 4.75"h \$200

DIRECTORY SECTION

FEATURED LISTING IN CATEGORY \$175

Includes the following information:

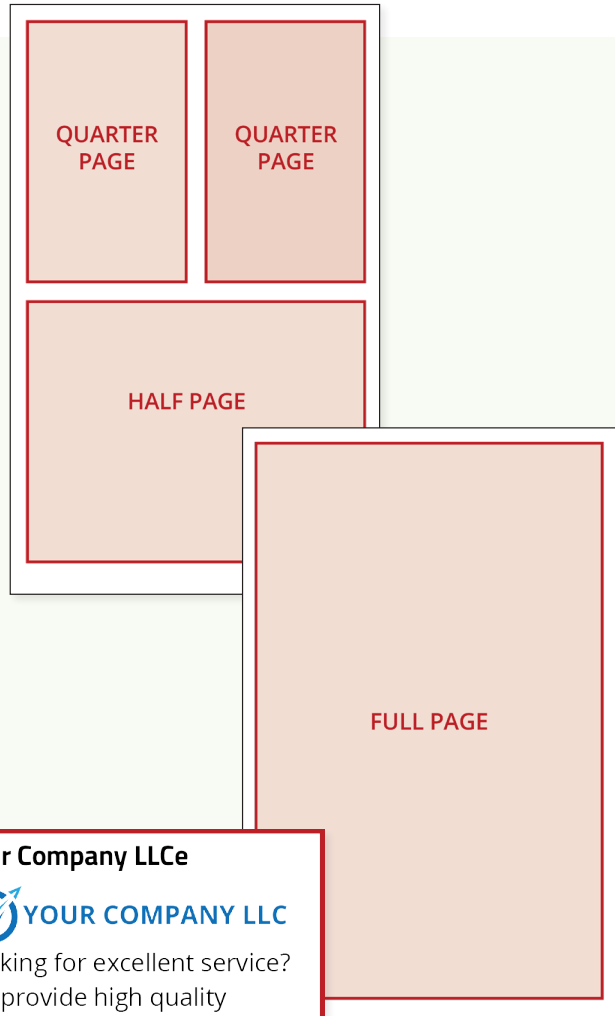
- Business Name
- Company Logo
- Short Description (25 words or less.)
- Phone Number
- Website


ADVERTISING TIMELINE

- OCTOBER 11** Advertising Sales End
- OCTOBER 16** Listing Verification/Updates Completed
- OCTOBER 16** Final Ads Due
- OCTOBER 22** Digital Publication Launch
- OCTOBER 25** Print Publication Launch

AD SPECIFICATIONS & GUIDELINES

- Full color is preferred for all ads, without additional cost
- Ads must be provided as a press-ready, high-resolution
- Accepted file types: (CMYK) PDF or JPEG
- All images should be at 100% print size and 300 dpi
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Your Company LLCe
 **YOUR COMPANY LLC**
Looking for excellent service?
We provide high quality services for our customers.
We have served Lancaster County and neighboring areas for more than 12 years..
(717) 687-9407
www.yourcompanyllc.com

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FEATURED LISTING IN CATEGORY

MARGIN

LIVE AREA

4.75"w x 7.5"h

Type, logos, and important content should stay within these boundaries

FULL PAGE

5.25"w x 8"h

Recommended .25" margin

MARGIN

LIVE AREA

2" w x 3.375" h

Type, logos, and important content should stay within these boundaries

QUARTER PAGE

2.5" w x 3.875" h

Recommended .25" margin

MARGIN

LIVE AREA

4.75" w x 3.375" h

Type, logos, and important content should stay within these boundaries

HALF PAGE

5.25" w x 3.875" h

Recommended .25" margin