



Commerce Comments

News of the Eastern Montgomery County Chamber of Commerce www.emccc.org

Advertising Specifications

Quarterly Newsletter and Annual Business EXPO Guide

EMCCC strives to serve members with dignified, high-quality advertisements in keeping with our established standards of excellence.

Ads are placed at the discretion of EMCCC in consideration of competition among advertisers. Specific placement may incur additional cost. Except as determined by EMCCC, no advertisement may appear on the first nor on the last page of a publication.

Before proceeding, please contact the EMCCC office to reserve space for your ad.

Observing the following specifications will insure acceptable results and avoid hourly labor charge for alteration.

Sizing. Dimensions allow for page margins plus space between ads and other elements on the page. Submit your ad in 1:1 published size without crop marks (see TIPS, Page 4). See Pages 2–3 for dimensions and layout overviews.

Color. It is not possible to print color images in EMCCC publications. If your ad contains RGB or CMYK images, convert them to monochrome or 8-bit grayscale with a halftone dot pattern acceptable to you (see TIPS, Page 4).

Camera-Ready Copy. High-quality hardcopy is acceptable by special arrangement for scanning to digital format.

DIGITAL IMAGE FORMATS

Submit your ad as a single, self-sufficient image file in a standard vector or 300-DPI raster format. If prompted by your application, target the output file to IBM/PC/Windows.

Vector [Illustrator, CorelDraw, Freehand, etc.]. PostScript images (EPS, PDF) are preferred, especially for text quality. For EPS, manually convert or export fonts as curves/paths/outlines; for PDF, embed all fonts (see TIPS, Page 4).

Raster [Photoshop, PhotoPaint, Paintshop Pro, etc.]. Submit raster images (JPG/JPEG, LZW-compressed TIF/TIFF, BMP), at 300 DPI in finished dimensions. GIF images are not recommended for print output.

SUBMISSION

After reserving and preparing your ad, transmit it directly to the project designer as an eMail attachment: anna@typeheritage.com. To minimize filesize and protect it from corruption, first archive it as a ZIP or SIT file if possible. Aladdin sit Archives produced with Mac OSX may be incompatible with UnStuff-It for Windows. Please choose the “zip” option.

Linking Your Business to Your Community and Your World
Since 1933

The EMCCC is an action-oriented organization dedicated to promoting its members and the economic health of eastern Montgomery County. The Chamber is committed to serving as a catalyst by uniting business, community agencies, education and government to make our county a great place to live and work.

About Commerce Comments

A quarterly newsletter that reaches over 1,100 EMCCC subscribers plus over 12,000 website visitors per month.

Current and back issues are available in PDF format at the website for viewing, printing or downloading.

Contact Us!

Eastern Montgomery County Chamber of Commerce
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Jenkintown, PA 19046
215/887-5122
FAX 215/887-3220
info@emccc.org
www.emccc.org

Dimensions and Sample Layouts, Pages 2-3 Tips, Page 4

Anna Studios
215.886.1754
anna@typeheritage.com

Annual Business EXPO Guide

EMCCC's business-to-business event of the year reaches over 1,200 visitors to 100+ commercial, resource and food/beverage "taste" exhibitors. A Best of the Burbs event, the EXPO is well publicized in regional media.

Sponsors of both the Expo and Best of the Burbs are eligible for a full-page ad; single-event sponsors, a half-page ad. The inside front cover is reserved for the Expo's Presenting Sponsor. Placement of other full- and half-page ads is determined by EMCCC.

The *Guide* is published in booklet format with a finished size of 5.5" x 8.5". As illustrated, finished ad dimensions allow for page margins plus space between ads and other elements on the page. Submit your ad in the specified size without crop marks. Include intended "white space" beyond the image boundary.

(Fold)

Half Page

(Single-Event Sponsors,
Best of the Burbs or Business EXPO)

Horizontal 4.58" (27p6)

Vertical 3.76" (22p6)

Full Page

(Dual Sponsors,
Best of the Burbs and EXPO)

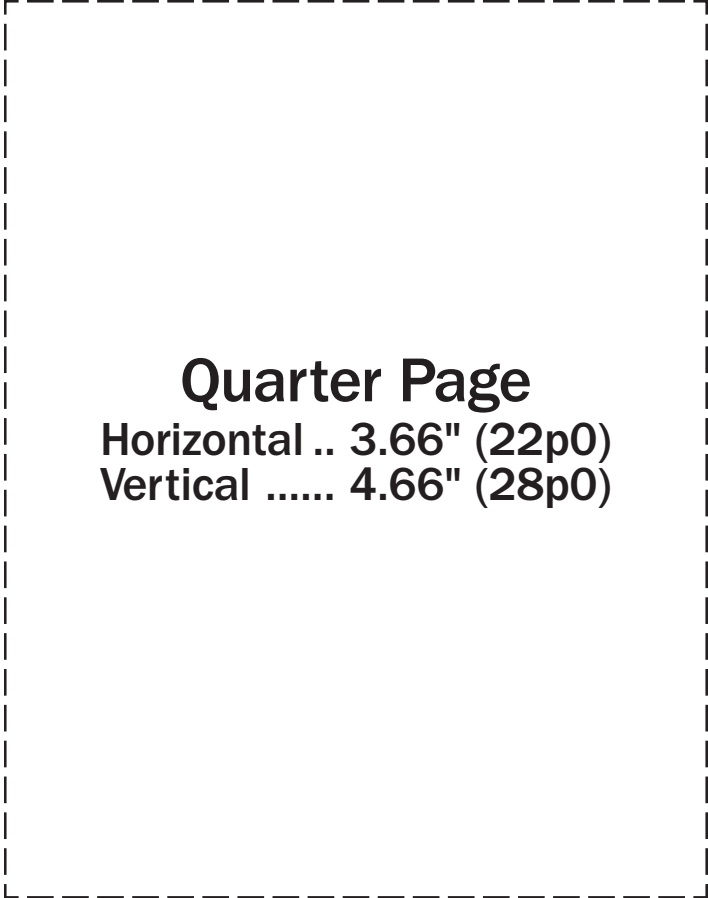
Horizontal 4.58" (27p6)

Vertical 7.65" (46p0)

Commerce Comments

Quarterly Newsletter

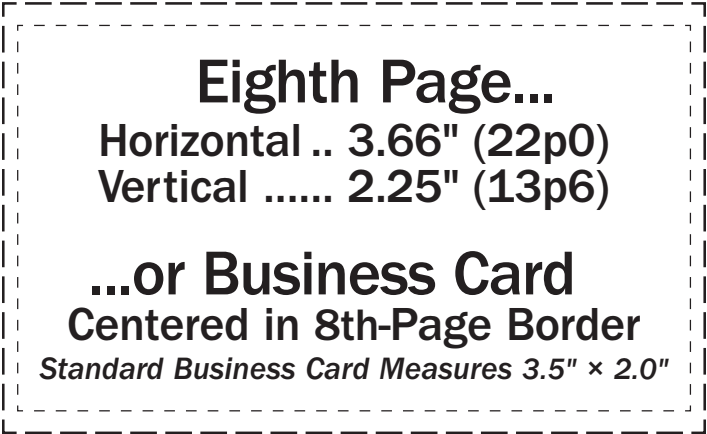
Submit your ad in the specified size without crop marks. Include intended "white space" beyond the image boundary.



Quarter Page

Horizontal .. 3.66" (22p0)

Vertical 4.66" (28p0)



Eighth Page...

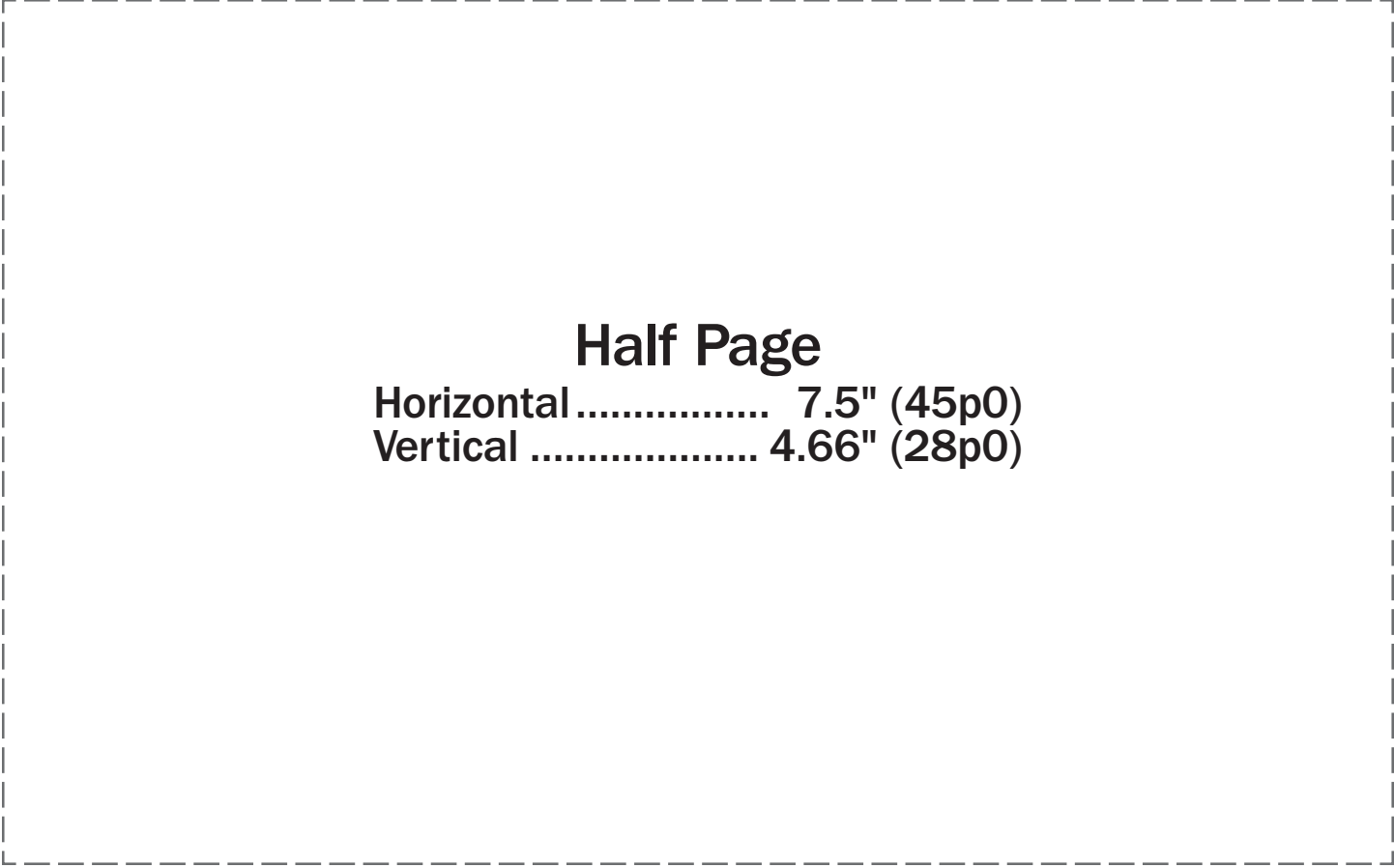
Horizontal .. 3.66" (22p0)

Vertical 2.25" (13p6)

...or Business Card

Centered in 8th-Page Border

Standard Business Card Measures 3.5" x 2.0"



Half Page

Horizontal 7.5" (45p0)

Vertical 4.66" (28p0)

TIPS

Pre-Sizing. Before you begin your layout, set your application's page size and orientation to the finished dimensions including intended margin outside the image area. If exporting it in EPS or PDF format, set the paper size to match the page size.

Raster Image Limitations. When raster images are resized, DPI value and image quality change accordingly. If your layout includes existing raster images, do not enlarge them by more than 10%. Unless extreme, shrinking is less risky, especially for monochrome lineart.

"Black and White." Check the properties of imported/placed raster elements. If an image is RGB or CMYK (not accepted by some output contractors), use the native application's commands to convert it to 8-bit grayscale or monochrome (bitmap) line art.

**Exporting, printing or saving a raster image as EPS or PDF
does not convert it to a vector image and does not improve print quality.**

PDF Settings. For best results, use Acrobat Distiller with "Press" or "Press Quality" Job Options. Verify that the dialog specifies "Embed All Fonts" with a character subsetting value of "Less Than 100%." Disable security restrictions and image downsampling to less than 300 DPI.

Distiller Settings. Configure the printer driver to enable binary output, optimize for portability and download TrueType fonts as Native TrueType, Type 42 or Outlines.

The end-user licenses of some fonts restrict or prohibit embedding.

NEED HELP, A NEW AD OR LOGO DESIGN?

The Chamber will gladly refer you to the project designer for special instructions, file format conversions or custom services—rates are discounted for EMCCC members.
