

# GREATER MADISON AREA CHAMBER OF COMMERCE COMMUNITY MAP

— ADVERTISING OPPORTUNITIES —



CHAMBER OF COMMERCE  
**MADISON**  
*Discover the Unexpected*

in partnership with

  
**Lunar Cow**  
Publishing

# Greetings

## GREATER MADISON AREA CHAMBER OF COMMERCE INVESTORS

We are pleased to announce our partnership with Lunar Cow Publishing, a firm specializing in destination marketing for the Greater Madison Area Chamber of Commerce Community Map. We are excited about the opportunities this new map will offer you.

The Greater Madison Area Chamber of Commerce Map is a primary fulfillment piece for chamber inquiries and has been a highly requested resource that visitors, the community, and business members will use when doing business or planning a trip to the area.

Participation in the Community Map has terrific advantages. Distribution includes 5,000 printed copies placed in prime locations to assist in driving traffic to our advertisers. Our digital GoGuide® allows your business exposure potential to reach thousands more customers. Your advertisement in the digital GoGuide® will be linked to your website, giving readers one-click access to your business.

Please find the advertisement rates included, which detail your options for participation. If you have any questions or wish to participate as an advertiser on the Greater Madison Area Chamber of Commerce Community Map, don't hesitate to get in touch with Lunar Cow Publishing's advertising sales at 800.594.9620 (ext. 1) to learn more about how you can take advantage of this excellent opportunity to promote your business. We are thrilled about the new publication and look forward to your participation.

Sincerely,  
**Eric Hortness**  
**Executive Director**  
**Greater Madison Area Chamber of Commerce**



## GREATER MADISON AREA CHAMBER OF COMMERCE COMMUNITY MAP

### **DON'T HAVE AD ART CREATED ALREADY?**

No problem! Lunar Cow will create the ad **FREE OF CHARGE**

### **PUBLISH**

**5,000 COPIES OF THE COMMUNITY MAP ARE DISTRIBUTED IN PRIME LOCATIONS TO REACH NEW CUSTOMERS**

### **SUPPORT**

**QUESTIONS?**

Contact Advertising Sales at  
**800.594.9620 Ext. 1**

### **UPLOAD ADVERTISEMENT ART TO OBSERVATORY.LUNARCOW.COM**

Lunar Cow will send you an email with instructions to get you started.

Published by



800.594.9620 ext. 1  
adsales@lunarcow.com  
lunarcow.com

## iMap DETAILS

Advertisers who purchase premium or standard ads in our printed publication will receive FREE ad placement on our iMap as well. Our interactive, mobile, digital map is customized to highlight the region while providing specific features that are of interest to our visitors.

## FEATURES

Itinerary builder with planning features and sample itineraries

- Full Analytics Package
- Trip Planner
- Points Of Interest Pop-ups
- Social Media
- Directions

## BENEFITS

Visitors use the iMap to find lodging and dining options, shopping areas, and recommendations for various activities to enhance their visit to our area. Thousands of people searching for information online could potentially access your business from the advertisement that you receive for FREE with your premium or standard ad in our printed publication.

- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours.
- A complete analytics reporting package is available through Google so that you can track the visitors clicking through your website.

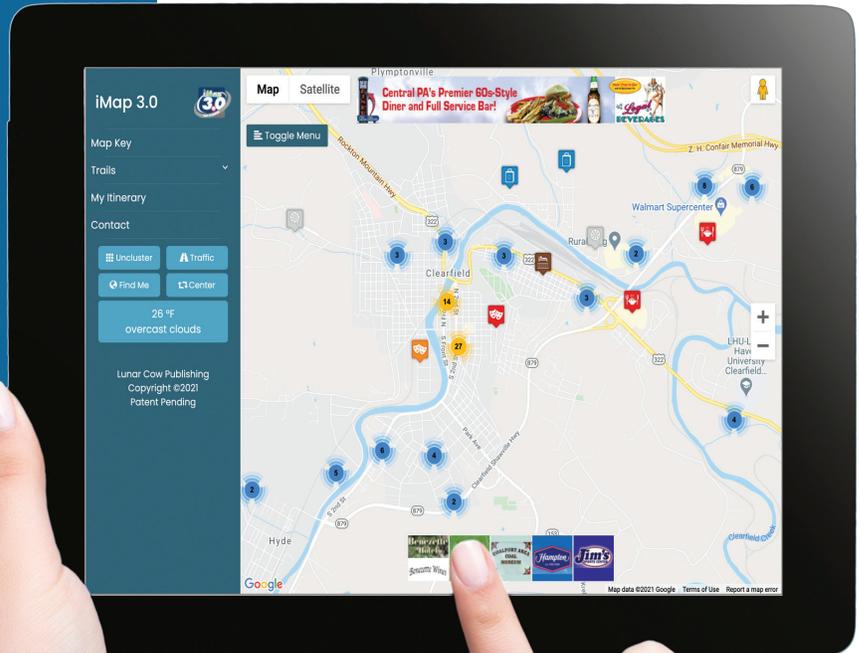
## DISTRIBUTION

- Placed on our website, where it is in prime position to get in front of the thousands of visitors coming to the region each year!



**FREE** Banner ad with purchase of a premium printed ad.  
600 pixels x 80 pixels

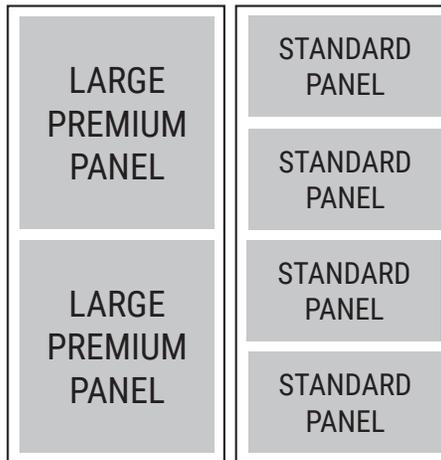
**FREE** Logo ad with purchase of a standard printed ad.  
64 pixels x 64 pixels



*The iMap pictured is for example purposes only and does not reflect the actual location or advertisers in your region.*

# ADVERTISING SPEC SHEET

| PREMIUM PANEL       | WIDTH  | HEIGHT |
|---------------------|--------|--------|
| Large Premium Panel | 3.125" | 4.25"  |
| STANDARD SIZES      | WIDTH  | HEIGHT |
| Standard            | 3.125" | 2"     |



## TEMPLATE AD

Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT uploaded within 45 days. Our template ad includes your name, address, phone and website address.

**SEE TERMS ON THE ADVERTISING RATES PAGE**

## ADVERTISEMENT AND ART REQUIREMENTS

**CMYK  
COLOR  
SPACE**

**300 DPI  
RESOLUTION  
ONLY**

**INCLUDE BLEED  
AND TRIM FOR  
FULL PAGE ADS**

**PUBLISHER FILES AND  
WORD DOCUMENTS  
WITH EMBEDDED  
IMAGES ARE  
NOT ACCEPTED**

## ADVERTISEMENT ART UPLOAD

### UPLOAD ADVERTISEMENT ART TO OBSERVATORY.LUNARCOW.COM

Lunar Cow will send you an email with instructions to get you started.

### DON'T HAVE ADVERTISEMENT ART CREATED ALREADY?

No problem! Lunar Cow will create the ad **FREE OF CHARGE**

## TERMS & CONDITIONS

This insertion order represents confirmation of the agreement between agency/advertiser and Greater Madison Area Chamber of Commerce. Payment is due upon receipt of invoice.

**ADS NOT PAID IN FULL WILL NOT BE INCLUDED IN THE PUBLICATION. ONLY PREMIUM AD POSITIONS ARE GUARANTEED.**

**Due to print and publication deadlines, please be advised that all sales are final and no refunds will be issued. Further, due to publication and distribution of print materials containing information as to all advertisers, no advertiser may withdraw from participation. Advertiser agrees to participate for the duration of the publication without exception.**

Lunar Cow Publishing and Greater Madison Area Chamber of Commerce reserve the right to reject advertisements on the basis of content or quality of production, and assume no liability for statements or claims made in advertising copy. Lunar Cow Publishing and Greater Madison Area Chamber of Commerce also reserve the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

**Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT uploaded within 45 days. Our template ad includes your name, address, phone and website address and is not revisable, except for errors.**

# ADVERTISING RATES



Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
State: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_  
City: \_\_\_\_\_  
Zip: \_\_\_\_\_  
Cell: \_\_\_\_\_  
Email: \_\_\_\_\_

| AD RATES   |         |
|--|---------|
| PREMIUM POSITIONS  |         |
| <input type="checkbox"/> Back Panel (2 Available)          | \$1,500 |
| <input type="checkbox"/> Large Premium Panel (4 Available) | \$1,250 |
| STANDARD POSITIONS   |         |
| <input type="checkbox"/> Standard                          | \$750   |

**ONLY PREMIUM ADVERTISING POSITIONS ARE GUARANTEED.**

## FILL OUT ADVERTISING AGREEMENT AND RETURN TO

Lunar Cow Publishing  
344 W. Turkeyfoot Lake Rd., Suite B  
Akron, OH 44319

## EMAIL ADVERTISING AGREEMENT TO

adsales@lunarcow.com

## SEND PAYMENT MADE PAYABLE TO

Lunar Cow Publishing  
344 W. Turkeyfoot Lake Rd., Suite B  
Akron, OH 44319

**FREE\* Advertisement Design** when providing your required content: Photo(s), Logo, Text and Contact information

**Upload my own completed advertisement**  
*Built to Lunar Cow Publishing's specifications\*\**

**\*UP TO 3 REVISIONS ALLOWED FOR FREE ADVERTISEMENT DESIGNS. FURTHER REVISIONS WILL INCUR A FEE OF \$125.**

**\*\*IF YOUR UPLOADED ADVERTISEMENT IS NOT BUILT TO THE CORRECT SPECS, IT IS REJECTED AND UPLOAD OF A NEW ADVERTISEMENT AT THE CORRECT SPECS IS REQUIRED.**

**LUNAR COW RESERVES THE RIGHT TO CREATE A TEMPLATE ADVERTISEMENT FOR YOU AFTER 45 DAYS. NO REVISIONS ALLOWED, EXCEPT FOR ERRORS.**

## PAYMENT TYPE

CHECK

CREDIT CARD (complete fields below)

Mastercard  Visa  Discover  AMEX

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing Phone: \_\_\_\_\_

## COST

Base Ad Rate + \$ \_\_\_\_\_

Fees (if applicable) + \$ \_\_\_\_\_

Total Due = \$ \_\_\_\_\_

Additional Instructions: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Sales Rep: \_\_\_\_\_