

COAST L I V I N G

2019
2020

Purchasing an ad in Coast Living Magazine now extends your message year-round. As always, we distribute the printed version of the magazine and we host the online version for a full calendar year.

distribution

online publishing

we will be placing the magazine online with click-throughs to our advertiser websites as well as having the membership list updated online throughout the year.

financial institutions

distributed by banks, credit unions and other area financial institutions to new businesses and individual clients.

area schools

made available to the board of education to be included in new student packets.

hotels, motels and condos

distributed to guests staying in area hotels, motels and condos.

real estate companies

included in newcomer packets and prospective home buyers and used as a sales tool for individual agents.

health care providers

available in reception areas used as a recruitment tool for physicians and hospitals. chamber members and advertisers used as a key marketing tool throughout the year.

chamber members and advertisers

used as a key marketing tool throughout the year.

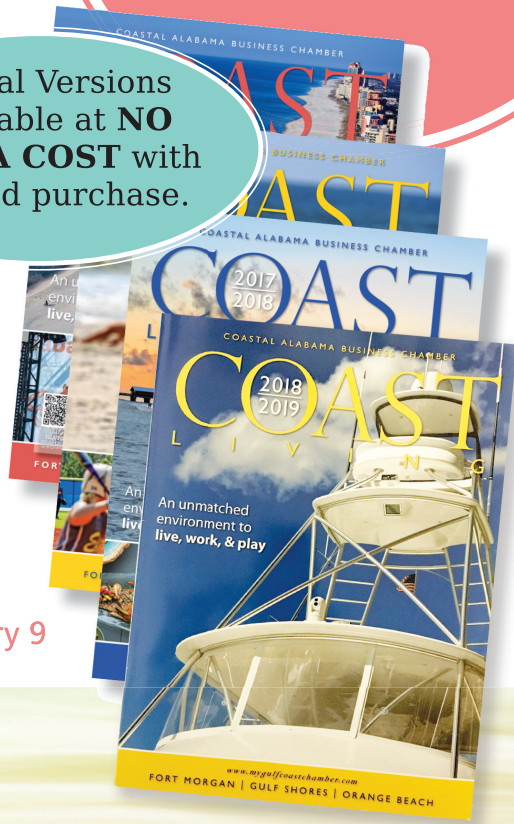
Space reservation deadline is January 9 • Art deadline is January 9

For advertising rates contact
Sharon Wiese 251.968.4237
sharon@mygulfoastchamber.com

mygulfoastchamber.com



Digital Versions Available at NO EXTRA COST with your ad purchase.



ad sizes and rates

Size	Non-Bleed (inches, width x height)	Color Members/Non Members	Black and White Members/Non Members	Production Costs
2-Page Spread	15.5 x 10.125 live area*	\$3,050/\$3,525	N/A	\$150
Full Page	7.375 x 10.125 live area**	\$2,300/\$2,650	\$2,000/\$2,300	\$125
2/3 Page	4.265 x 10	\$1,875/\$2,175	\$1,675/ \$1,950	\$90
1/2 Page Horizontal	7 x 4.875	\$1,575/ \$1,825	\$1,250/ \$1,450	\$75
1/2 Page Vertical	4.625 x 7.5	\$1,575/ \$1,825	\$1,250/ \$1,450	\$75
1/3 Page Square	4.625 x 4.875	\$1,050/ \$1,225	\$775/ \$900	\$50
1/3 Page Vertical	2.125 x 10	\$1,050/ \$1,225	\$775/ \$900	\$50
1/6 Page Vertical	2.125 x 4.875	\$725/\$850	\$459/\$525	\$35
1/6 Page Horizontal	4.625 x 2.25	\$725/\$850	\$459/\$525	\$35
Business Card	3.25 x 1.75	\$375/\$450	\$275/\$325	\$25

* \$50 fee for ad photography. Fee does not include purchase of additional photos.

Full page trim size is 8.125 x 10.875" * 2-Page Spread Bleed size is 16.5 x 11.125" **Full Page Bleed size is 8.375 x 11.125"

rate card for 2019-2020 coast living magazine

premium positions

(full page 4 color)

Back Cover	\$2,950/\$3,400
Inside Front Cover	\$2,850/\$3,300
Page 1	\$2,850/\$3,300
Inside Back Cover	\$2,750/\$3,175

deadlines

Space Reservation	January 9, 2019
Advertising Copy	January 9, 2019
Publishing Date	February, 2019

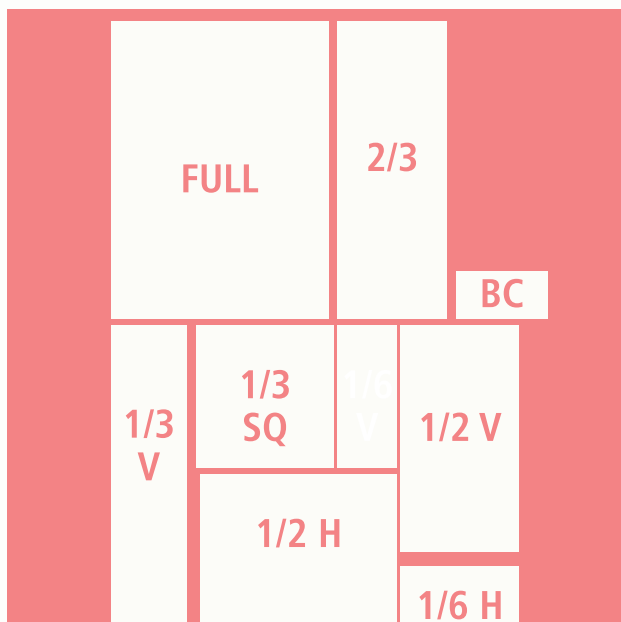
payment terms

All rates are net. Payment terms: 50% payment with contract required. Remaining balance due upon publication**

All checks made payable to:
Coastal Alabama Business Chamber

Most major credit cards accepted

**Payment for advertising shall be made within thirty (30) days of publication; otherwise Publication reserves the right to add a 5% charge for this payment. Advertiser is authorized to publish the entire contents and subject matter of the advertisements, and that publication by the Publisher will not violate the personal or proprietary rights of any third party of any law or regulation. Advertiser will indemnify and hold Publisher harmless from and against any loss, expense, or liability (including attorney's fees) resulting from claims or suits based on such advertising, without limitation.



Magazine trim size is 8.125" x 10.875"

Note: For full page bleed ads, printer does not guarantee copy that falls within .125" of the magazine trim size

ACCEPTABLE FORMATS AND MEDIA: High res (300 dpi) pdf, .tif, or .jpg | Web images not accepted | Convert all images to CMYK | Pantone and RGB colors will be converted | Printer is not responsible for colors that do not appear accurate if they are submitted in anything other than CMYK | CD: A proof of the ad must accompany the disk | Coastal Alabama Business Chamber is not responsible for errors on ads not accompanied by a proof | Production costs assume that logos, high resolution pictures, and artwork are supplied; ad creation, or photography required will incur an additional cost. | Magazine trim size = 8.125" x 10.875" | **SEND AD PRODUCTION MATERIALS:** Sharon Wiese | ad@mygulfoastchamber.com | 251.968.4237

Sharon Wiese • Coastal Alabama Business Chamber
p.o. box 3869 • Gulf Shores, AL 36542
251.968.4237 • 251.968.7200
sharon@mygulfoastchamber.com

ad traffic/production

Sharon Wiese
251.968.4237
ad@mygulfoastchamber.com

ad sales

Sharon Wiese
251.968.4237
sharon@mygulfoastchamber.com



COASTAL ALABAMA BUSINESS CHAMBER

GUIDE

2019
2020

15,000 copies will be distributed with a readership of over 37,000!

shopping, dining, & attractions

This user-friendly Shopping, Dining & Attraction Guide will be used throughout the year by the Coastal Alabama Business Chamber to acquaint newcomers, key business prospects and visitors with the unique aspects of living, shopping and dining in the Alabama Gulf Coast Area. As an added bonus, advertising in the Shopping, Dining & Attraction Guide also plugs you in to Coastal Alabama Business Chamber's online version. If you include your web address on the ad, anyone viewing the online version can access your website with a simple click.



Ad Rates

	2-Page Spread	Full Page	1/2 Page	1/3 Page	1/6 Page
Color	\$2,000	\$1,400	\$850	\$550	\$425

Premium Positions

	Back Cover	Inside Front Cover	Page 1	Inside Back Cover	Opposite TOC
Color	\$2,000	\$1,750	\$1,650	\$1,750	\$1,650

Highlight your advertising message with our new 2-Page Advertorial! For just \$2,500, we'll provide you with a customer editorial and photo in a two-page spread. Spaces are limited, so get your order in today!

DISTRIBUTION

The 2019 Shopping, Dining & Attractions Guide will have tremendous visibility as it will be placed in Welcome Centers throughout the Gulf Coast Region for distribution to visitors in the area. Additionally, a digital version of the Guide will be on the Chamber website and will be compatible with smart phones, iPhones, iPads and other tablet devices.

PRODUCTION COSTS

2-page spread	\$100
Full page	\$80
1/2 page.....	\$60
1/3 page.....	\$40
1/6 page.....	\$30

Production costs assume that logos, high resolution pictures, and artwork are supplied; any photography required; ad creation, will incur an additional cost.



AD SIZES *Color*

2-page spread (bleed)	8.25" w x 9.25" h
Full page	3.5" x 8.5"
Full page (bleed)	4.25" x 9.25"
1/2 page	3.25" x 4.125"
1/3 page	3.25" x 2.625"
1/6 page	1.625" x 2.625"
Publication trim size is	4 x 9"

Production of this resource is based on an overall ad sales minimum of \$25,000 to be obtained by January 9, 2019 or production will be subject to cancellation. If production is cancelled for any reason, by the Coastal Alabama Business Chamber all advertising payments will be fully refunded without penalty within 30 days from cancellation.

ACCEPTABLE FORMATS AND MEDIA: High res (300 dpi) pdf, .tif, or .jpg | Web images not accepted | Convert all images to CMYK | Pantone and RGB colors will be converted | Printer is not responsible for colors that do not appear accurate if they are submitted in anything other than CMYK | CD: A proof of the ad must accompany the disk | Coastal Alabama Business Chamber is not responsible for errors on ads not accompanied by a proof | Production costs assume that logos, high resolution pictures, and artwork are supplied; ad creation; or photography required will incur an additional cost. | Guide trim size = 4" x 9" | **SEND AD PRODUCTION MATERIALS:** Sharon Wiese | ad@mygulfoastchamber.com | 251.968.4237

PAYMENT TERMS

All rates are net. Payment terms: 50% payment with contract required. Remaining balance due upon publication** All checks made payable to: Coastal Alabama Business Chamber

Most Major credit cards accepted

**Payment for advertising shall be made within thirty (30) days of publication; otherwise Publication reserves the right to add a 5% charge for this payment. Advertiser is authorized to publish the entire contents and subject matter of the advertisements, and that publication by the Publisher will not violate the personal or proprietary rights of any third party of any law or regulation. Advertiser will indemnify and hold Publisher harmless from and against any loss, expense, or liability (including attorney's fees) resulting from claims or suits based on such advertising, without limitation.

Space Reservation	January 9, 2019
Advertising Copy	January 9, 2019
Publishing Date	February, 2019



ADVERTISING SALES Sharon Wiese

Coastal Alabama Business Chamber
P.O. Box 3869
Gulf Shores, AL 36542
251.968.4237
251.968.7200
sharon@mygulfoastchamber.com





Coast Living Magazine Order Form

COASTAL ALABAMA
**BUSINESS
CHAMBER**

Coastal Alabama Business Chamber

P.O. Box 3869 • Gulf Shores, AL 36542

Sharon Wiese: 251.968.4237 • Office: 251.968.7200

ad@mygulfoastchamber.com • sharon@mygulfoastchamber.com

Purchasing an ad in Coast Living Magazine now extends your message year-round. As always, we distribute the printed version of the magazine and we host the online version for a full calendar year.

Space Reservation	January 9, 2019
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Full page trim size is 8.125 x 10.875"
 *2-Page Spread Bleed size is 16.5 x 11.125"
 **Full Page Bleed size is 8.375 x 11.125"
 ***Premium pages are limited

Magazine trim size is 8.125" x 10.875"
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------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------

Size	Non-Bleed <i>(inches, width x height)</i>
<input type="checkbox"/> 2-Page Spread	15.5 x 10.125 live area*
<input type="checkbox"/> Full Page	7.375 x 10.125 live area**
<input type="checkbox"/> 2/3 Page	4.265 x 10
<input type="checkbox"/> 1/2 Page Horizontal	7 x 4.875
<input type="checkbox"/> 1/2 Page Vertical	4.625 x 7.5
<input type="checkbox"/> 1/3 Page Square	4.625 x 4.875
<input type="checkbox"/> 1/3 Page Vertical	2.125 x 10
<input type="checkbox"/> 1/6 Page Vertical	2.125 x 4.875
<input type="checkbox"/> 1/6 Page Horizontal	4.625 x 2.25
<input type="checkbox"/> Business Card	3.25 x 1.75
<input type="checkbox"/> Back Cover (premium page)	7.375 x 10.125 live area***
<input type="checkbox"/> Inside Front Cover (premium page)	7.375 x 10.125 live area***
<input type="checkbox"/> Page 1 (premium page)	7.375 x 10.125 live area***
<input type="checkbox"/> Inside Back Cover (premium page)	7.375 x 10.125 live area***

mygulfoastchamber.com

contact info

Advertiser/Company Name _____
 Contact Name _____
 Address _____
 Phone _____
 Email _____
 Web _____

Select One: Member Non-Member

payment

Charge Amount \$ _____ Visa Mastercard Check Payable to Coastal Alabama Business Chamber
 Credit Card # _____ Expiration _____
 Name on Card _____ Sec. Code _____
 Signature _____ Date _____

**All rates are net. Payment terms: 50% payment with contract required. Remaining balance due upon publication*



shopping, dining, & attractions **Guide Order Form**

COASTAL ALABAMA
**BUSINESS
CHAMBER**

Coastal Alabama Business Chamber

P.O. Box 3869 • Gulf Shores, AL 36542

Sharon Wiese: 251.968.4237 • Office: 251.968.7200

ad@mygulfoastchamber.com • sharon@mygulfoastchamber.com

This user-friendly **Shopping, Dining & Attraction Guide** will be used throughout the year by the Coastal Alabama Business Chamber to acquaint newcomers, key business prospects and visitors with the unique aspects of living, shopping and dining in the Alabama Gulf Coast Area. As an added bonus, advertising in the **Shopping, Dining & Attraction Guide** also plugs you in to Coastal Alabama Business Chamber's online version.

Space Reservation	January 9, 2019
Advertising Copy	January 9, 2019
Publishing Date	February, 2019

Full page trim size is 4" x 9"
 *Full Page Bleed size is 4.25" x 9.25"
 *Premium pages are limited
 **Opposite to table of content
 *** Limited pages available

Guide trim size is 4" x 9"

Note: For full page bleed ads, printer does not guarantee copy that falls within .125" of the guide trim size

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Size	<i>(inches, width x height)</i>
<input type="checkbox"/> 2-Page Spread (bleed)	8.25 x 9.25
<input type="checkbox"/> Full Page	3.5 x 8.5
<input type="checkbox"/> Full Page (bleed)	4.25 x 9.25*
<input type="checkbox"/> 1/2 Page	3.25 x 4.125
<input type="checkbox"/> 1/3 Page Square	3.25 x 2.625
<input type="checkbox"/> 1/6 Page Vertical	1.625 x 2.625
<input type="checkbox"/> 1/3 Page Vertical	2.125 x 10
<input type="checkbox"/> 1/6 Page Vertical	2.125 x 4.875
<input type="checkbox"/> Back Cover (premium)	4.25 x 9.25*
<input type="checkbox"/> Inside Front Cover (premium)	3.5 x 8.5*
<input type="checkbox"/> Page 1 (premium)	3.5 x 8.5*
<input type="checkbox"/> Inside Back Cover (premium)	3.5 x 8.5*
<input type="checkbox"/> Opposite to TOC (premium)**	3.5 x 8.5*
<input type="checkbox"/> 2-Page Advertorial (Limited)	8.25 x 9.25***

mygulfoastchamber.com

contact info

Advertiser/Company Name _____

Contact Name _____

Address _____

Phone _____

Email _____

Web _____

Select One: Member Non-Member

payment

Charge Amount \$ _____ Visa Mastercard Check Payable to Coastal Alabama Business Chamber

Credit Card # _____ Expiration _____

Name on Card _____ Sec. Code _____

Signature _____ Date _____

**All rates are net. Payment terms: 50% payment with contract required. Remaining balance due upon publication*