

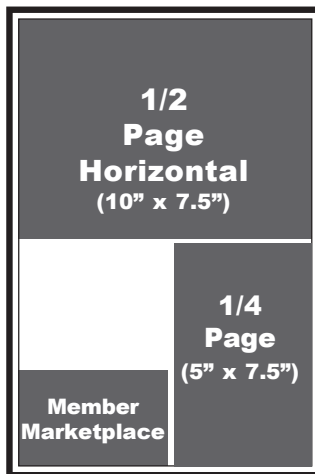
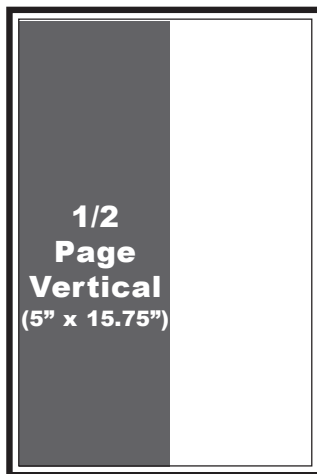
HIT YOUR TARGET AUDIENCE!

Advertise in the **VENTURA BUSINESS** newspaper!



The **VENTURA BUSINESS** newspaper reaches 5,000 of Ventura County's most discerning business owners, community leaders and residents each month.

Advertising options in the **VENTURA BUSINESS** are offered to
Ventura Chamber of Commerce Members Only!



Secure your space in the next edition of **VENTURA BUSINESS** by submitting your advertising materials

** Rates effective January 2008*

Available Options <i>(Corresponds to above)</i>	Size <i>Width x Height</i>	1 Month <i>(per month)</i>	3 Months <i>(per month)</i>	6 Months <i>(per month)</i>	12 Months <i>(per month)</i>
Back Cover (Full Pg. Color Only)	10" x 15.75"	\$1,156	\$1,040	\$840	\$809
Full Page	10" x 15.75"	\$840	\$756	\$714	\$672
Half-Page (vertical)	5" x 15.75"	\$525	\$473	\$446	\$420
Half-Page (horizontal)	10" x 7.5"	\$525	\$473	\$446	\$420
Quarter-Page	5" x 7.5"	\$341	\$308	\$290	\$273
Calendar Banner	10" X 1.75"	N/A	\$400	\$350	\$300
Business Spotlight	300 wds/1 pic	\$700	N/A	N/A	N/A
Member Marketplace	5" x 3" <i>(B&W ONLY)</i>	\$150	\$ 95	\$ 89	\$ 84

- FULL COLOR ADS ARE AN ADDITIONAL \$150 PER MONTH -

Flyer Insert 8.5" x 11" = \$200 per month - OTHER SIZES = \$225 per month

AD SUBMISSION GUIDELINES

Acceptable Programs: QuarkXPress, PageMaker, InDesign, PhotoShop, Illustrator.

Acceptable File Formats: PDF (Preferred), EPS, TIFF or JPG

Dots Per Inch (DPI) for photos and Graphics: 300 DPI

Fonts & Type: All fonts must be Type 1 fonts and embedded in the file or converted to outlines or curves. Minimum type size is 8 point (12 point recommended). Reverse lettering should be in areas that offer maximum contrast between the reverse and the image. Reproduction quality can not be guaranteed on reverse type smaller than 10 points and/or with fine serifs.

Color: All black and white ads should be designed using black ink with white background to print in black and white. All color ads should be designed in CMYK (Cyan, Magenta, Yellow & Black). All black text should be created in black ink only. All photos and text should be converted to 300 DPI CMYK before converting to final acceptable file format.

CALL: (805) 676-7500 to reserve your spot in the VENTURA BUSINESS



VENTURA BUSINESS Advertising Contract

*Effective January 2008

Ventura Chamber of Commerce, 801 South Victoria Ave., Ste. 200, Ventura, CA 93003
PHONE: (805) 676-7500 FAX: (805) 650-1414 E-MAIL : serena@ventura-chamber.org

Company Name: _____
Contact Person: _____
Address: _____
City/St/Zip: _____
Phone: _____
Fax: _____
E-mail: _____

Publication Information: The Ventura Business is a 12-16 page official publication of the Ventura Chamber of Commerce covering business, city, community and Chamber news and is distributed on the 1st of each month.

Publication Format: 11" x 17" (four-color: front/back pages, center spread; remaining pages in black & white).

Distribution: 5,000 mailed directly to all Chamber members, select businesses and distributed at rack locations citywide.

Deadlines for Submission: Editorial copy and advertising materials deadline is the 10th of the month preceding press. Flyer inserts due by the 20th of the month (with payment).

Advertising Frequency: Discounts are available for advertising frequency. Ads must run consecutively for 3, 6 or 12 months to obtain frequency discount.

Artwork Design: Changes to existing artwork will be billed at a rate of \$50 per hour (\$50 minimum charge).

Acceptable Programs: QuarkXPress, PageMaker, InDesign, PhotoShop, Illustrator or Corel Draw.

Acceptable File Formats: PDF (preferred), EPS, TIFF or JPG

Dots Per Inch (DPI) for photos and Graphics: 300 DPI.

Fonts & Type: All fonts must be Type 1 fonts and embedded in the file or converted to outlines or curves. Minimum type size is 8 point (12 point recommended). Reverse lettering should be in areas that offer maximum contrast between the reverse and the image. Reproduction quality can not be guaranteed on reverse type smaller than 10 points and/or with fine serifs. All fonts should be converted to outlines.

Color: All black and white ads should be designed using black ink with white background to print in black and white. All color ads should be designed in CMYK (Cyan, Magenta, Yellow & Black). All black text should be created in black ink only. All photos and text should be converted to CMYK before converting to final acceptable file format.

Media: Artwork must be submitted electronically to: serena@ventura-chamber.org.

Advertisement Proof: (submitted artwork): a PDF file should accompany all ads or printout of the final ad, to ensure that electronic files match desired results.

Terms: Payment due upon space reservation. Contracts for 6 months or one year may be paid quarterly.

Publishers Rights: Publisher's liability for any error shall not exceed the cost of that portion of space occupied for such an error. Claims must be made within seven (7) days of publication.

Cancellation: Cancellations must be submitted in writing at least 30 days prior to release of any issue. 50% of contract balance is due in full upon cancellation of contract.

Ad Options (check one)	Ad frequency (circle one)			
	1 X	3 X	6 X	12 X
<input type="checkbox"/> Back Cover (color included)	\$1,156	\$1,040	\$840	\$809
<input type="checkbox"/> Full Page	\$840	\$756	\$714	\$672
<input type="checkbox"/> Half-Page (vertical)	\$525	\$473	\$446	\$420
<input type="checkbox"/> Half-Page (horizontal)	\$525	\$473	\$446	\$420
<input type="checkbox"/> Quarter-Page	\$341	\$308	\$290	\$273
<input type="checkbox"/> Member Marketplace (B&W)	\$150	\$ 95	\$ 89	\$ 84
<input type="checkbox"/> Calendar Banner (as available)	N/A	\$400	\$350	\$300
<input type="checkbox"/> Business Spotlight	\$700			

Flyer Insert: 8.5" x 11" = \$200 or OTHER SIZES = \$225 per month
1,500 flyers must be delivered to the Chamber office with payment by the 20th of the month to be included in the following month.

Select one color style:

Black & White - or - Color (\$150 extra per month)

Total Advertising Cost: \$ _____

Ad start month: _____

Please Print Name: _____

Title: _____

Authorized Signature: _____

Today's Date: _____

ADVERTISING PAYMENTS MAY BE MADE BY CREDIT CARD OR CHECK.

American Express / Discover / MasterCard / VISA

Name on Card: _____

Billing Address (if different from above): _____

Billing City/State/Zip: _____

Card Number: _____

Exp. Date: _____ Security Code: _____

Signature: _____