



2018 GUIDE

shopping, dining, & attractions

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

This user-friendly **Shopping, Dining & Attractions 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 & Attractions Guide** also plugs you in to Alliance Publishing'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

NEW FOR 2018!

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

DISTRIBUTION

The 2018 **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 smartphones, 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 will incur an additional cost.



DEADLINES

Space Reservation	March 9, 2018
Final Advertising Copy	March 16, 2018
Publishing Date	May, 2018

ADVERTISING SALES

Keith Lott

Alliance Publishing, LLC
PO Box 190405
Birmingham, AL 35219
251.458.3707 (cell)
251.968.7200
keithlott@bellsouth.net

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 March 9, 2018 or production will be subject to cancellation. If production is cancelled for any reason, either by Alliance Publishing, LLC or the Chamber, all advertising payments collected from advertisers will be fully refunded without penalty within 30 days from cancellation.

PAYMENT TERMS

All rates are net. Payment terms: 50% payment with contract required. Remaining balance due upon publication**. All checks made payable to: Alliance Publishing, LLC

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.

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 | Alliance Publishing is not responsible for colors that do not appear accurate if they are submitted in anything other than CMYK | Alliance Publishing is not responsible for errors on ads not accompanied by a proof | **SEND AD PRODUCTION MATERIALS:** Liz Young | lizyoung@alliancegrp.net | 205.566.0030

Alliance
publishing group

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