

six!!!threefive

Publications

Highland Park Community Guide

Summer six!!!threefive

Holiday six!!!threefive



**2011
MEDIA
KIT**

SCHEDULES, POLICIES and SPECIFICATIONS

HIGHLAND PARK— A HOMETOWN COMMUNITY

six00threefive is published to promote the unique business and cultural environment of Highland Park, a community with a rich history, diverse businesses, superior educational institutions and a broad range of cultural opportunities. Home of the world-famous Ravinia Festival and the Port Clinton Art Festival, Highland Park boasts the Highland Park Players, Highland Park Strings and the nationally renowned biennial FOCUS on the Arts.

The city has a number of buildings on the National Registry of Historic Places and is known for its ideal location on Lake Michigan. Five Metra commuter stations serve neighborhoods from Braeside on the south to Fort Sheridan on the north. Only 26 miles from Chicago (20 miles from O'Hare), Highland Park can be reached easily from US 41 and the Illinois Tollway.

BY THE NUMBERS

The 2000 census counted 11,521 households with an average of 2.71 persons each. Close to 70 percent have married couples living together, almost 40 percent of them with children under the age of 18. About 80 percent of homes are owner occupied. Median family incomes are more than \$120,000 per year, with the average price of homes well above \$510,000. The median age is 41 years, and 36 percent of the total population has a college or postgraduate education.

DISTRIBUTION

six00threefive magazine is direct mailed to homes and businesses in Highland Park, Highwood and Fort Sheridan, with additional distribution at area banks, hotels, restaurants, coffee shops, hospital waiting rooms, professional offices and public buildings in Lake Forest, Deerfield, and Northbrook. Approximately 18,250 copies will be read by up to 50,000 readers.

The magazine is an important component of information sent out to residents new to the community, applicants for Chamber membership and to businesses seeking information about locating in Highland Park.

GREAT CONTENT = MULTIPLE READERS + SHELF LIFE

While *six00threefive* is always fresh and unique, our inviting mix of original features by and about the people, places and businesses in Highland Park retain interest over time. Edited by professional writers, the bylines represent local business owners, City staff and professional and lay writers. Special interest columns include: "Speaking Professionally," "New to You" (retail and wholesale), "Contractors' Corner," "Chef's Day Off" (food and beverage), an intimate "Q&A," a list of new Chamber members. Local business professionals share their expertise in "HPinfo." We even save "The Last Word" for late-breaking events.

CREDIBILITY

six00threefive magazine is published under the banner of the Highland Park Chamber of Commerce, giving this magazine a credibility that far exceeds any other vehicle available to target the outstanding Highland Park demographic.

DEADLINES FOR ALL ADVERTISERS

Contracts for insertion and advertising art are due at the same time, per schedule below. This schedule is necessary to ensure that ad artwork conforms to our commercial printing specifications and allows sufficient time for corrections to be made.

PREMIUM POSITIONS

Premium Positions are secured by annual contracts only. At expiration of contract, advertiser retains the right of first refusal for two weeks following publication; if not renewed, position is released for sale.

ORDERS

Orders are secured by signed contract and credit card information. For multi-insertion contracts, advertiser assumes responsibility for providing copy changes by closing date. If none is received, publisher reserves the right to reprint most recent or same season ad copy or to apply contract to the next available issue.

FINAL PUBLICATION

After closing date, acceptance of ads is at the sole discretion of the publisher. The publisher reserves the right to reject any ad that does not meet the publication's standards, technical specifications, policies or principles.

ADJUSTMENTS

Publisher assumes no responsibility for artwork supplied by the advertiser. Any request for adjustment should be made in writing within 30 days of publication. At the discretion of the publisher, any adjustment will be credited to the next available issue and will be limited to the first insertion and shall not exceed the cost of space in which error occurs.

CUSTOMER SERVICE

We genuinely appreciate the sponsorship of our advertisers. Please do not hesitate to call or email if there is anything we can do to enhance your outreach to potential customers. We also welcome your ideas for ways to enhance advertising opportunities in *six00threefive*.

COLORS AND STOCK

six00threefive is a full color publication. All ads and graphic elements are to be prepared as CMYK, combined coverage no more than 300%. Color type less than 8 pt. or reversed should be avoided. Rich Black: Please use 30C/30M/30Y/100K for large, solid black areas.

LIVE MATTER

Copy and images should be kept a comfortable distance from the edges of your ad. For full bleed ads, we recommend keeping .325" from all trims as safe area. We cannot accept responsibility for nonconforming layouts.

BORDERS (KEYLINES)

We use a .25 pt rule around unbordered ads; we separate ads from editorial with a .25 pt. rule. We reserve the right to add the designation "Advertisement" to any artwork.

IMPORTANT CONTACTS

- » Ad Sales / Michael Bloomquest
Phone: 847-833-6768
Email: adsales60035@chamberhp.com
- » Editorial
Phone: 847-432-0284
Email: 60035@chamberhp.com
- » Publisher
Phone: 847-432-0284
Email: 60035@chamberhp.com



Discounts Available for Advertising in Multiple Issues!
Including the "All-New" Highland Park Community Guide.

DESIGN SERVICES

Advertisers who request ad design services will be referred to a qualified graphic artist. An estimate will be furnished prior to any work being done. Artwork paid in full becomes the property of the advertiser.

CONTRACTS AND CANCELLATIONS

Cancellations must be in writing and received prior to art due date. Cancellation after closing is subject to a fee of up to 50% and short rates, at the sole discretion of the publisher.

PLACEMENT

Unless otherwise agreed to in writing, ad placement is at publisher's discretion.

Schedules, policies and rates are subject to change. Please call or email to confirm.

PAYMENT

Payment for each publication is **due on or before the "ad contract & art material" due date** listed in this media kit. 50% deposit is due when contract is signed with a credit card. Invoice and payment terms are available upon request.

DISCOUNTS

First – Time Advertiser5%
Non-Profit / 501c3 org.....10%

REQUESTS

Right-hand or other placement add 10%

NON-CHAMBER MEMBER SURCHARGE

Non-Member Surcharge – 25%
Ad rates reflect chamber member discount.

SPECIFICATIONS

Graphics and Photos should be 300 dpi at actual size. CMYK only. TIF or EPS, no JPEG compression. If you require color matches, please inquire about additional fee for SWOP proof.

Fonts should be outlined or, if you are submitting native application files, be sure to include all screen and printer fonts.

Preferred Format is Adobe PDF, high resolution file (we can provide Job Option settings). Turn off crop marks, include bleeds (if applicable). Distill at 100% (Actual Size). Outline or embed all fonts.

Other Formats

- » Quark 6.5 or earlier. Collect for output; include graphics and fonts
- » Adobe Illustrator CS or InDesign CS or earlier. Flatten layers, outline fonts.
- » Photoshop CS or earlier, 300+ dpi, CMYK or grayscale

NON-CONFORMING ARTWORK

Non-conforming ads will be returned for correction, or publisher will make necessary correction for a fee of up to \$100. Following payment, you will receive a copy of the corrected file, with full rights for your use.

The following will be returned for corrections or our staff will correct for a modest fee: Microsoft Word, Microsoft Publisher, WordPerfect or any other word processing or text files; JPGs, GIFs, BMPs and any artwork in RGB mode; hard copy or internet downloads.

SUBMISSIONS

- » By email attachment, if file size is LESS THAN 10 megabytes. Put "60035 Ad" in subject line and include advertiser and artist contact information in the cover email. Email ads to:
adsales60035@chamberhp.com
- » On CD or DVD, by mail, messenger or carrier mail to:
Bohringer Creative,
381 Mitchell Ave.
Elmhurst, IL 60126
Mark "Ad Copy Enclosed," and include a printout of your ad.

PRAISE FROM OUR ADVERTISERS

Richard Becker, Becker Architects, Ltd., 847-433-6600, 595 Elm Place:
Many thanks for the great ad that just ran in the latest issue of **six00threefive**. I've been running ads in magazines such as Chicago Life, Chicago Home, etc., for several years, and some of them have even been full color and full page, but I've yet to receive feedback this strong. I think between the placement, the design of the ad and distribution, we hit a home run with **six00threefive**.

*Kelly Huegel, Park District of Highland Park
847-579-3136, 636 Ridge Road*
I look for local value and this publication provides that. **six00threefive** has the look, feel and quality of a large-scale magazine with a hometown advantage.

The ABL Group, 847-579-1600, 1550 Berkeley Rd.:
I just wanted to let you know how successful our advertising has been with **six00threefive**. We realize that repetition and a strong call to action are important facets when trying to generate new business in advertising, so we were fully expecting this campaign to take some time. The fact is, it generated one of the largest contracts we have had in painting all year—a lead we otherwise would not have had if not for **six00threefive**.

Roger Wolff, the Bootery, 847-432-1911, 492 Central Avenue
six00threefive works great for my store. I have always done a lot of direct mailing and still do. But, it is unaffordable to blanket a mailing to the entire town. Even in our store—where we generally attract a broad range of customers because of our selection—we were still only getting what I thought to be a small percentage of Highland Park customers. **six00threefive** gets me into every household, and I firmly believe that Highland Parkers read this magazine and even look through it more than just once. I highly recommend everyone give **six00threefive** a chance.

Sandy Saldano, Therapeutic Kneads, 847-266-0131, 1779 Green Bay Rd.:
Since the inception of **six00threefive**, I have been a loyal advertiser for several reasons:

- » It is a Highland Park Chamber of Commerce publication — I support the Chamber 100%!
- » It is a local venue for my local clientele — and it's full color!
- » No comparison to the coupon-type publications — this is first class!
- » My customers think I'm a celebrity when they see me in this magazine. That's just plain cool!

SPECIFICATIONS, SIZE and 2011 RATES

Combine Ad Sizes to Fit Your Needs!

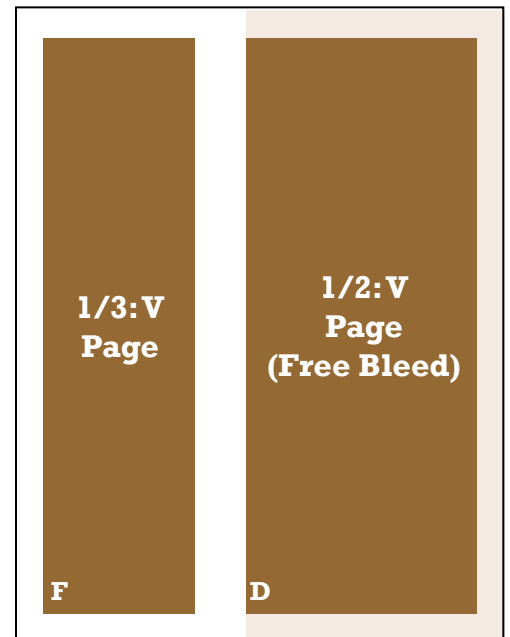
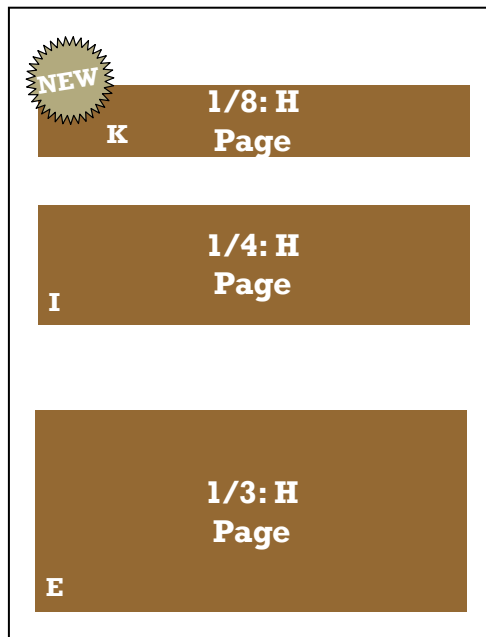
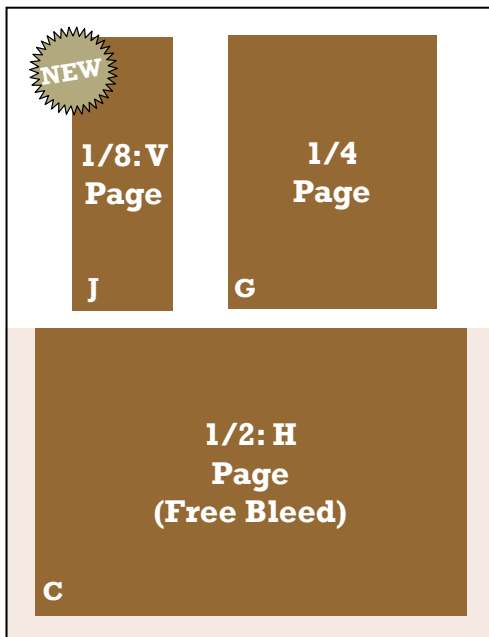
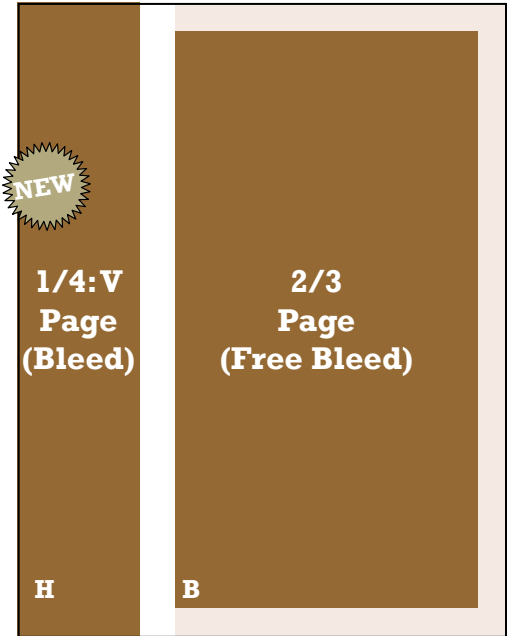
Mix and Match to suit your advertising needs. Smaller ad for summer? No problem.

FYI

The online version of 60035 reaches an *additional 20,000* people each month!

Local people that *need* your product or service.

The online version links visitors *directly to your website.*



Standard Sizes in Inches (Width x Height)

A Full Page (V)	8.5 x 11 (B)	G 1/4 Page (V)	3.75 x 5
A Cover (V)	8.5 x 11 (B)	H 1/4 Page Tall (V)	2 x 11 (B)
B 2/3 Page (V)	5.5 x 11 (B)	I 1/4 Page (H)	8 x 2.25
C 1/2 Page (H)	8.5 x 5.25 (B)	J 1/8 Page (H)	8 x 1
D 1/2 Page (V)	4.25 x 11 (B)	K 1/8 Page (V)	1.75 x 5
E 1/3 Page (H)	8 x 3.5		
F 1/3 Page (V)	2.625 x 10.5		

H = Horizontal, V = Vertical, B = Bleed Available (.125 bleed on all sides with a .25 safety area for text)

ADVERTISEMENT ORDER FORM

Michael Bloomquist | 847-833-6768
adsales60035@chamberhp.com

DEADLINE SCHEDULE AT-A-GLANCE

Issue	Ad Contract	Ad Materials/Art Due	Editorial Due	Publication
Community Guide	March 1	March 1	February 15	Mid April
60035 — Summer	June 1	June 1	May 16	Mid July
Holiday	September 15	September 15	September 1	Early November

Details and Pricing				
Ad Size		Community Guide	Summer	Holiday
A	<input type="checkbox"/> Full Page (Back Cover)	\$2700	\$2600	\$2600
A	<input type="checkbox"/> Full Page (Inside Front Cover)	\$2400	\$2300	\$2300
A	<input type="checkbox"/> Full Page (Inside Back Cover)	\$2400	\$2300	\$2300
A	<input type="checkbox"/> Full Page	\$1800	\$1700	\$1700
B	<input type="checkbox"/> 2/3 Page (First 5 Pages)*	\$1500	\$1400	\$1400
B	<input type="checkbox"/> 2/3 Page	\$1250	\$1000	\$1000
C/D	<input type="checkbox"/> 1/2 Page (H/V)	\$925	\$875	\$875
E/F	<input type="checkbox"/> 1/3 Page (First 5 Pages)*	\$900	\$700	\$700
E/F	<input type="checkbox"/> 1/3 Page (H/V)	\$700	\$650	\$650
G/H/I	<input type="checkbox"/> 1/4 Page (H/V)	\$600	\$525	\$525
J/K	<input type="checkbox"/> 1/8 Page (H/V)	\$400	\$375	\$375

* Limited space available
All rates listed are per issue

Name: _____ Business: _____

Billing Address: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Credit Card #: _____ Expiration Date: _____

Signature: _____

Creative Info:

Pick up (from previous issue) _____

New - The Artwork will be Provided By: _____

New - Requires Design

Notes: _____