

Discover



Niles



NILES CHAMBER OF COMMERCE & INDUSTRY 2022 DISCOVER NILES

- 16,000 Copies Printed
- Direct Mailed to Every Business and Resident in Niles
- 12 Month Shelf Life
- FREE Full Color Ad Design
- Supports Niles Chamber of Commerce & Industry
- Publication On-Line All Year Long with Hyperlinks to the Advertisers' Website



PRSRST STD
U.S. POSTAGE PAID
PALATINE, IL
PERMIT NO. 1233

POSTAL CUSTOMER
Niles, IL 60714

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NILES CHAMBER OF COMMERCE & INDUSTRY 2022 DISCOVER NILES



Dear Member,

The Niles Chamber of Commerce is pleased to announce our New Partnership with the Daily Herald. The Daily Herald/Town Square Publications will be producing the Niles Chamber of Commerce 2022 Residents and Visitors Community Guide.

The guide will be directly mailed to every resident and business in the 60714-zip code with additional distribution by the Chamber throughout the year. Chamber members receive a listing in this guide as part of their membership and may purchase ads in this publication for greater exposure.

Over 16,000 copies will be distributed to residents, businesses and displayed at village hall, the library, and other public places. The community guide promotes your business to thousands of existing and potential customers who refer to it regularly throughout the year. By being included in the Chamber's official community guide it provides your business an increased level of prestigious and trustworthiness in the eyes of potential customers.

In addition to the print version, the guide will also be available electronically on the Chamber's website www.nileschamber.com, which receives over 2000 visits weekly.

Don't miss this once a year opportunity to promote your business and show your support to your community and the Chamber.

New this year!! The Daily Herald/Town Square Publications will also create a Mobile App for the Chamber Guide accessible via iPhone and Android Services.

Mobile App Features include:

1. Immediate Chamber dial-up and Google locator map.
2. Publication page links to publication website and eBook page features links to advertiser's website.
3. A searchable Alpha Membership Directory with chamber contact, business website link, business dial-up and Google locator map.
4. A searchable Category Membership Directory with chamber contact, business website link, business dial-up and Google locator map.
5. Calendar of Events, features information link to Chamber.

Additional advertising opportunities are available on the Mobile App.

Please contact Mike Holmes at 815-871-2631 or email him at mholmes@tspubs.com for more information. Mike will be contacting all the members through the sales process of the Guide. If you have any additional questions, please contact the Chamber at 847-268-8180

Sincerely,

Kim Biederman

Kim Biederman
Executive Director

Niles Chamber of Commerce & Industry 8060 W. Oakton Suite 101, Niles, IL 60714
847-268-8180 • office@nileschamber.com

NILES CHAMBER OF COMMERCE & INDUSTRY

2022 DISCOVER NILES

Publication Date

APRIL 2022

Ad Reservation Deadline

February 4, 2022

System Ready Ad Deadline

February 17, 2022

To Reserve Your Space

Contact:

Mike Holmes

815-871-2631

mholmes@tspubs.com



Your Custom Publishing Partner
A Daily Herald Media Group Company
EMPLOYEE-OWNED

ADVERTISING RATES

Full Page	\$1,360
Half Page	\$780
Banner	\$500
Quarter Page	\$480
Eighth Page	\$360

PREMIUM POSITIONS

Back Page	\$2,095
Inside Front Cover	\$1,780
Inside Back Cover	\$1,780
Pages 3-5	\$1,460
2 Page Center Spread	\$2,830

Non-Members pricing add 20%



ADVERTISING SPECIFICATIONS

Camera Ready Ad Specs

Using one of the following software programs:

- Adobe Illustrator CS3 • Photoshop CS3

We can use the following software applications:

- Adobe Acrobat (8)* PDFs should be system ready
- Adobe InDesign (CS3) • Adobe Illustrator (CS3)
- Adobe Photoshop (CS3)
- A printed sample copy must be included with the disk.

Fonts

Fonts must be included on the disk as:

- Postscript Level 1 or 2.
- Some programs allow fonts to be rendered as art or paths and should be done so if using true-type fonts.

Art & Files

- **Colors must be converted to CMYK.**
- **No rich black text.**
- Rich black fills 100% black/40% cyan
- Any art used in the ad must be included on the disk as a TIFF or EPS file.
- PDF files (high resolution) can be submitted, but please keep in mind that we cannot change these files if needed.
- When generating PDFs, the Compression setting should have no boxes selected and in the Advanced section, select Distill with prologue.ps/epilogue.ps. Also select Device Independent (More Accurate) for Color Conversion.
- **Files must be submitted with a resolution of 300 dpi for color and grayscale images.**
- A resolution of 1200 dpi must be used for lineart images.
- **Art obtained from a website is usually 72 dpi and should not be submitted unless it is a least 300 dpi and of good quality.**
- **Taking a 2 x 2 inch image of 72 dpi and then increasing the image to 300 dpi is not acceptable.**
- Digital cameras usually offer low resolution files that appear grainy and should not be submitted.
- Art should be the size needed for the ad or larger. When small files are enlarged they degrade in quality and should not be submitted.

Advertising Dimensions

