

# Petaluma

# **BUSINESS**

## ADVERTISING CONTRACT

A publication of  
the Petaluma Area  
Chamber of Commerce

Petaluma Area Chamber of Commerce • 6 Petaluma Blvd. North, Suite A-2 • Petaluma, CA 94952  
For further information, contact the Chamber at 762-2785 • Fax 762-4721 • pacc@petalumachamber.com

### TERMS AND CONDITIONS

1. Rates are based on camera ready art, meaning the advertisement must be ready to print without requiring any additional work by *Petaluma Business* staff or contractors. Ads that require typesetting, resizing to fit, half-tones of photos, etc., are not camera-ready. Mechanical changes required to print the ad will be charged for by *Petaluma Business*, and the cost of such changes will be communicated to the advertiser in advance.
2. *Petaluma Business* will supply a list of advertising designers and typesetters upon request.
3. It is the responsibility of the advertiser to deliver camera-ready ad to the Chamber of Commerce office by the 15th of the month prior to publication.
4. Payment for contract advertisers is net 30 days.
5. Advertisers who pay on contracts in advance receive a 10% discount.
6. All cancellations must be made in writing 30 days prior to run date.
7. Publisher reserves the right to request full payment for advertising in advance.
8. Publisher reserves the right, without giving specific reason, to refuse advertising. Advertising for non-members and political advertising is not accepted.
9. Advertising simulating editorial content is subject to approval by publisher and will be identified as "advertisement".
10. Liability for error in advertisement shall not exceed the space occupied by the error, or the amount charged for that space.
11. Page position cannot be guaranteed.

Ad Size:  Full page  Half Page  
 1/4 Page  1/8 page

Frequency:  Once  3 Month  
 6 Month  12 Month

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Running: \_\_ Jan \_\_ Feb \_\_ Mar \_\_ Apr  
\_\_ May \_\_ Jun \_\_ Jul \_\_ Aug  
\_\_ Sep \_\_ Oct \_\_ Nov \_\_ Dec

Billing:  Monthly  Pre-Paid  
 Other arrangements, please call

Credit Card info:  MC  Visa

Card # \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

I accept the terms and conditions printed above.

Signature \_\_\_\_\_

Name (please print) \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

*Petaluma Business* is published monthly in tabloid format, with four columns per page. More than 2,000 are direct-mailed to all Chamber members and business leaders, and distributed at business locations throughout Petaluma.

**ADVERTISING RATES (per insertion)**

	1X	3X	6X	12X
Full Page	\$600	\$525	\$495	\$470
Half Page	\$325	\$295	\$275	\$260
1/4 Page	\$190	\$165	\$150	\$140
1/8 Page	\$115	\$105	\$95	\$85

**AD SIZES**

Size	Inches	Picas	Width x Height
Full page	10-1/8" x 12-3/4"	60p9 x 76p6	
Half page	10-1/8" x 6-3/8"	60p9 x 38p3	
1/4 page	5" x 6-3/8"	30p x 38p3	
1/8 page	5" x 3-1/8"	30p x 18p9	

**DEADLINE**

All ads are due **no later than** the 15th of the month prior to issue in which the ad will appear. For example, if the ad is appearing in May's issue, the artwork is due April 15.

**SPECIFICATIONS**

**ALL ADS ARE BLACK & WHITE**

**FILE FORMATS**

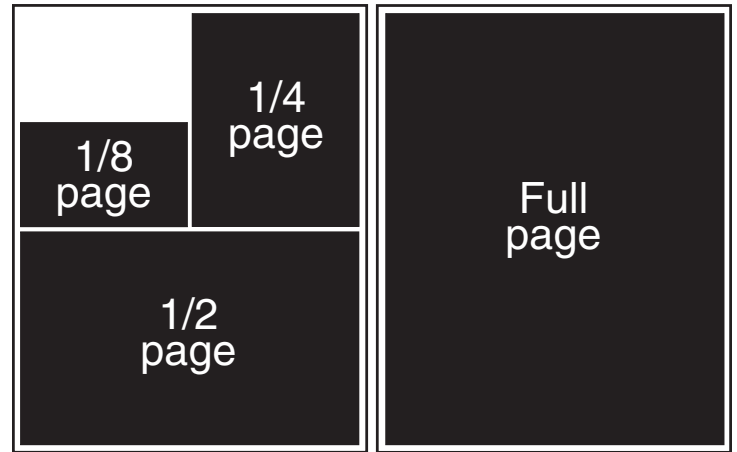
• **Press-ready PDF file preferred**

For Macintosh only—original files in

- QuarkXpress (up to 6.5)
- Illustrator
- Photoshop
- EPS files (see below)

All linked images and fonts must be supplied by the client. Please use postscript fonts only. Resolution of all placed images should be a minimum of 200dpi. *Petaluma Business* is printed with an 85-linescreen on newsprint.

Files in EPS (encapsulated post script) format are also accepted. Please turn all fonts to paths or outlines, and include all linked images.



**MODIFICATIONS**

Alterations, resizing, or corrections to client furnished art will be subject to additional charges, with a \$75.00 minimum charge.

**AD DESIGN**

If you do not have existing artwork for your ad, AVM Graphics can design your ad for you for a minimum charge of \$125. Please call AVM Graphics for further information.

**CONTACT INFO**

For information regarding your ad contract, or for other administrative details, please contact the Chamber at (707) 762-2785 or mail your inquiries to: Petaluma Chamber of Commerce, 6 Petaluma Blvd. North, Suite A-2, Petaluma, CA 94954.

For information regarding the ad specifications for your files, please contact Ann Moreno, (707) 773-1168, at AVM Graphics, 1416 Sierra Drive, Petaluma, CA 94954, or email [ann@avmgraphics.com](mailto:ann@avmgraphics.com).

**DELIVERY of ARTWORK**

If you are sending original artwork (not a press-ready PDF file) via E-mail, please include a PDF file for proofing. Send it to: [ann@avmgraphics.com](mailto:ann@avmgraphics.com). You can compress the files into an archive using ZIPit or Stuffit to send large files.

If mailing, please send your artwork on disk (CD or DVD only), with a proof, to: **AVM Graphics**, ATTN: Ann Moreno, 1416 Sierra Drive, Petaluma, CA 94954.

**UNACCEPTABLE FILE FORMATS**  
 Word, WordPerfect, Corel-draw, PowerPoint, and Microsoft Publisher.