



THE CHARLEVOIX GUIDE

2021 OFFICIAL MAGAZINE FOR EVERYTHING CHARLEVOIX

To our Charlevoix neighbors and colleagues:

We are thrilled to announce the all new, all inclusive, **Charlevoix Guide** publication. The Charlevoix Area Chamber of Commerce and Visit Charlevoix are combining efforts to make this collaborative piece for community members, visitors, future residents, and businesses. This magazine will showcase Charlevoix's desirable quality of life, as well as the outstanding opportunities.

Many have requested a combined piece, and we are pleased that directors from each organization worked together toward this collaborative solution. The result: increased distribution, decreased cost for those who previously advertised in both publications, decreased production costs for both organizations, and increased communication among community members.

The 2021 **Charlevoix Guide** will contain a minimum of 56 pages of feature stories, visitor information, community details, Chamber member listings and advertising. Its design, content and distribution will make it easy to notice, convenient to pick up, and hard to put down. Moreover, its impact will be felt far beyond the region.

Distribution of 45,000 magazines will reach area businesses, residents and visitors through strategic distribution avenues:

- » **Pure Michigan** – Direct mail to all Charlevoix area inquiries received through Pure Michigan marketing efforts
- » **Direct Mail** – OVER 15,000 mailed directly to all website readers, telephone inquiries and past lodging guests
- » **Michigan Welcome Centers and Michigan Department of Transportation (MDOT)** – Available at ALL 14 Welcome Centers and other MDOT locations throughout the state
- » **West Michigan Tourist Association** – Mailed to all Charlevoix-related inquiries and available at the Grand Rapids office

This is an opportunity to join together for the good of all – to combine our advertising dollars where they will have a significant impact and to maintain that dynamic commerce:conservancy balance that makes the Charlevoix region such a vital and beautiful place.

We invite you to advertise in the **Charlevoix Guide**. On the reverse of this letter, please find rates and details. This year, advertising will be sold directly through our offices. Contact us at **231.547.2101** soon with your advertising plans, as space is limited.

And, please know that a representative from the Chamber or Visit Charlevoix may be calling on you.

Thank you for your continued support,



Amanda Wilkin EXECUTIVE DIRECTOR
VISIT CHARLEVOIX



Sarah Hagen PRESIDENT
CHARLEVOIX AREA CHAMBER OF COMMERCE



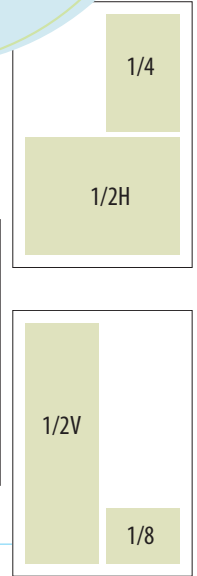
THE ONLY CHARLEVOIX GUIDE



45,000 Magazines Published
PLUS, **THOUSANDS OF ACTIVE ONLINE MAGAZINE READERS!**

2021 Advertising Details

	RATES INCLUDE PROCESS COLOR	INCHES WIDTH X HEIGHT
Full-page Non-bleed (bleed details below)	\$2,995	6.875 x 9.875
Half-page Horizontal	1,750	6.875 x 4.75
Half-page Vertical	1,750	3.25 x 9.875
Quarter-page	795	3.25 x 4.75
Eighth-page	425	3.25 x 2.1875
Inside Front Cover	3,925	See below
Inside Back Cover	3,925	See below
Back Cover	4,125	See below
Covers and Full-page Bleed Dimensions		6.875 x 9.875 Live Area 8.375 x 10.875 Trim with 8.75 x 11.125 Bleed
Online Magazine Link to Website	50	
Guaranteed Placement (e.g. pg 2, center spread)	Add 10%	
Non-member Rate	Add 10%	



Digital File Specifications

- » PDF files are required, written as PDF/X-1a:2011 with embedded fonts. TrueType fonts must be converted to outlines prior to submission or will not be accepted.
- » Color values must be CMYK (cyan, magenta, yellow, black); please convert Pantone spot colors to CMYK. Ads submitted as RGB, spot, or LAB will be converted.
- » 300 dpi artwork required.
- » Ads not submitted to the specifications will be reset at a standard production rate.
- » Advertisers are responsible for the content of files submitted. The Chamber and Visit Charlevoix reserve the right to decline advertisements with inappropriate content or those not submitted to the correct specifications.

Advertising Development/Design

Advertising development/design services are available. Please call Nickel Design Inc. at 231.582.9299 for details and associated rates. A minimum charge of \$40 applies for design services.

Digital File Submission

Submit files to info@charlevoix.org.

ADVERTISE by Completing this Form Today!

Email completed agreement: info@charlevoix.org
 Mail payment: Charlevoix Area Chamber of Commerce
 109 Mason Street, Charlevoix, MI 49720
 Questions: 231.547.2101

Name	
Company	
Address	
City	
State	Zip
Email	
Telephone	Fax
Signature	
Date	

- I would like assistance with designing my ad. Call 231.582.9299 with details.
- I will be submitting my ad electronically.

Ad Size:	
Ad Rate:	\$
Online Magazine Link (add \$50):	\$
Total Due:	\$

A check written to Charlevoix Chamber is enclosed for: \$ _____