

# THE CHARLEVOIX GUIDE

2022 OFFICIAL MAGAZINE FOR EVERYTHING CHARLEVOIX

To our Charlevoix neighbors and colleagues:

We are thrilled with the success of our combined 2021 annual **Charlevoix Guide**. The new all-inclusive **Charlevoix Guide** showcased the combined efforts of the Charlevoix Area Chamber of Commerce and Visit Charlevoix, resulting in a piece for community members, visitors, future residents and businesses. It has been so successful, in fact, that we will run out of magazines earlier than anticipated and have created a supplemental piece to meet demand. Needless to say, we are excited to continue this collaboration!

The 2022 **Charlevoix Guide** will again showcase Charlevoix's desirable quality of life, year-round visitor amenities, as well as outstanding opportunities for future residents and business owners. With the joint publication, we provide increased distribution, decreased cost for those who previously advertised in both publications, decreased publication costs for both organizations, and increased communication among community members. A win-win-win!

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

Distribution for 2022 of 55,000 (10,000 more than 2021!) magazines will reach area businesses, residents and visitors through strategic distribution avenues:

- » Direct Mail to: Pure Michigan, reader service card (Midwest Living, Long Weekends), website and phone inquiries
- » MDOT Welcome Centers, strategic Ohio rest areas, strategic AAA offices
- » Travel tradeshows
- » West Michigan Tourist Association (WMTA)
- » Strategic direct mail campaign

Don't miss this opportunity to join us in the celebration and promotion of our community.

We invite you to advertise in the 2022 **Charlevoix Guide**. On the next page, please find rates and details. Advertising is 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 you soon.

Thank you for your continued support,



Amanda Wilkin EXECUTIVE DIRECTOR  
VISIT CHARLEVOIX



Sarah Van Horn PRESIDENT  
CHARLEVOIX AREA CHAMBER OF COMMERCE





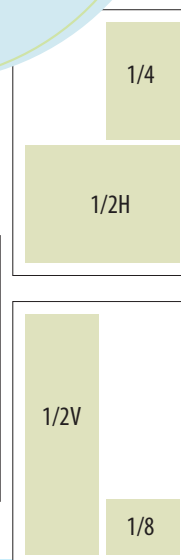
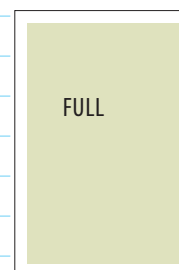
# THE ONLY CHARLEVOIX GUIDE

**55,000** Magazines Published  
**PLUS, THOUSANDS OF ACTIVE ONLINE MAGAZINE READERS!**



## 2022 Advertising Details

	RATES INCLUDE PROCESS COLOR	INCHES WIDTH X HEIGHT
Full-page Non-bleed (bleed details below)	\$2,995	7.375 x 9.875
Half-page Horizontal	1,850	7.375 x 4.75
Half-page Vertical	1,850	3.25 x 9.875
Quarter-page	895	3.25 x 4.75
Eighth-page	525	3.25 x 2.1875
Inside Front Cover	3,925	
Inside Back Cover	3,925	
Back Cover (Must include mailing panel allowance)	4,125	
Covers and Full-page Bleed Dimensions		7.375 x 9.875 Live Area 8.375 x 10.875 Trim, plus .125 Bleed
Online Magazine Link to Website	50	<b>BONUS: confirm by 12/1/21 and receive at no charge</b>
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](mailto:info@charlevoix.org).

## ADVERTISE by Completing this Form Today!

Email completed agreement: [info@charlevoix.org](mailto: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	
<input type="checkbox"/> I would like assistance with designing my ad. Call 231.582.9299 with details.	
<input type="checkbox"/> I will be submitting my ad electronically.	
Ad Size:	
Ad Rate:	\$
Online Magazine Link (add \$50):	\$
Total Due:	\$
<input type="checkbox"/> A check written to Charlevoix Chamber is enclosed for: \$	