

THE CONNECTION

Your Window to Wylie



DISTRIBUTION: Bimonthly to more than 25,000 addresses in Wylie (75098) & Lavon (75166)

2022 Ad Sizes & Rates Per Issue

| Ad Placement Frequency | 1 Time | | 3 Times | | 6 Times | |
|--------------------------------|------------|----------|------------|----------|------------|----------|
| Chamber Membership Status | Non-Member | Member | Non-Member | Member | Non-Member | Member |
| Cover & 2 Page Feature Article | \$ 4,200 | \$ 3,780 | NA | | NA | |
| Full Page* | \$ 2,095 | \$ 1,995 | \$ 1,850 | \$ 1,750 | \$ 1,625 | \$ 1,525 |
| 1/2 Page | \$ 1,250 | \$ 1,175 | \$ 1,085 | \$ 1,010 | \$ 960 | \$ 885 |
| 1/4 Page | \$ 725 | \$ 675 | \$ 640 | \$ 590 | \$ 565 | \$ 515 |
| 1/8 Page | \$ 420 | \$ 395 | \$ 370 | \$ 345 | \$ 325 | \$ 300 |

*Premium placement (Inside Front Cover, Page 1, Inside Back Cover & Back Cover,) if available, offered for an additional \$200 fee.



FLYER Insertion Rates

Frequency: 1 Time Insertion (*Rate is per issue and does not include Design/Printing*)

1/2 Page (5.5"x8.5") \$39 per 1000 publications

Full Page (8"x10") \$45 per 1000 publications

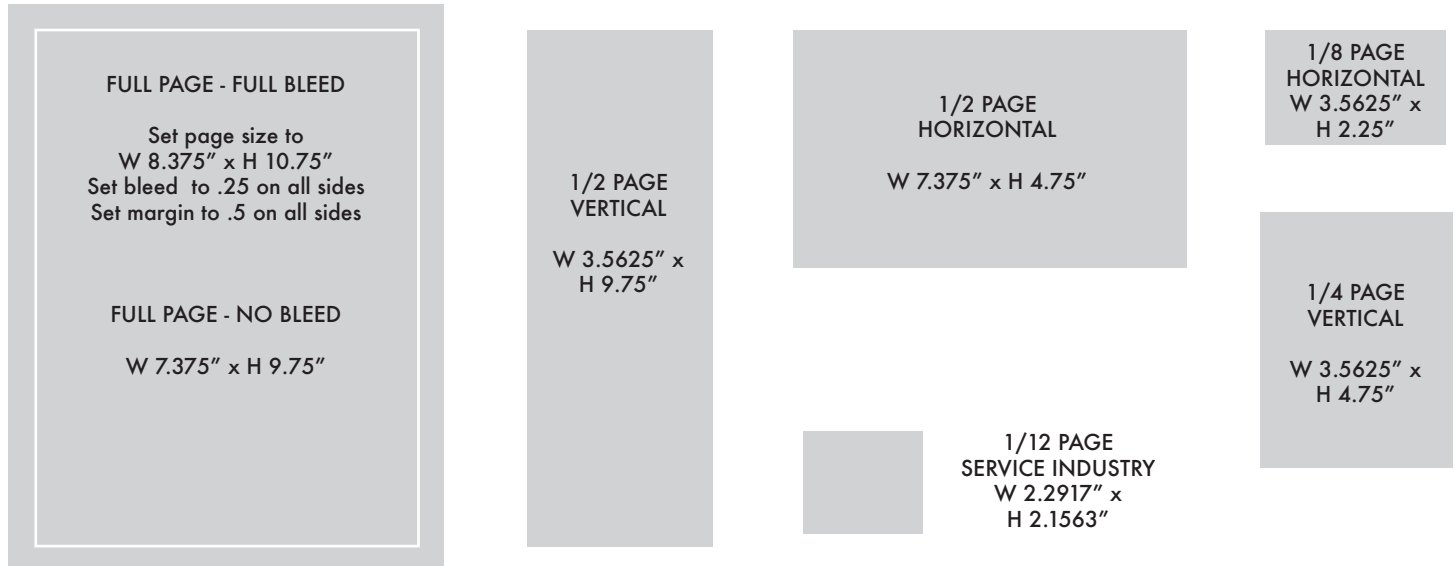
Inserts are provided by the advertiser, or can be produced by The Connection for the advertiser for an additional fee. Design and/or printing of inserts is quoted separately on an individual basis. Details provided on request. Contact Anne Hiney at 972-672-4133 or theconnection.anne@mac.com for assistance.

This publication is brought to you by the Wylie Chamber of Commerce.

To discuss advertising opportunities contact Melissa Irvin at 972-442-2804 or adsales@wyliechamber.org.

The CONNECTION Magazine reserves the right to reject/edit any ad, photographs or content submitted for publishing.

CONNECTION MAGAZINE AD MECHANICALS - Effective 1/2022



AD SUBMISSION GUIDELINES

When providing your ad, please follow these guidelines to ensure successful reproduction:

- Submit files electronically in one of the accepted formats listed below:
 - Adobe Illustrator (.ai) or (.eps)
 - Adobe Photoshop (.psd)
 - Adobe InDesign (.idd)
 - And PDF files (.pdf)
- Files created in a program other than Adobe Illustrator, InDesign or Photoshop **MUST** be saved and submitted as a PDF file.
- Please create your ad in CMYK. No Pantone color spot printing available.
- All photos and graphics should be submitted in high resolution as tif, jpg, png or eps format.
- Photos should not be compressed and should be 300 dots per inch (dpi) for best print quality.
- When designing a full page ad, make sure that all text is 0.5" within the trim size (8.375" x 10.75").

IN-HOUSE AD PRODUCTION, PROOF AND REVISION PROCEDURES

- Submit design request to sales representative and provide information that is to be included in ad.
- A proof will be sent via email on an approval form for your review as a PDF file.
- Reply via email with corrections or approval of proof. Revised ad proof will be resent to you for approval.
- Failure to acknowledge or return proof will not negate contract obligations.
- No response will be considered an approval of proof.

MAGAZINE DIMENSIONS

Finished Trim Size:
8.375" x 10.75"

PRINT SPECIFICATIONS

Colors: 4 Color Process (CMYK)
No Pantone (PMS) matching.
Minimum DPI for images: 300

Ads produced by The CONNECTION remain magazine property and may not be reused without permission.
Adwork may be purchased from The CONNECTION for your use in other publications. See rates below.

ADWORK PURCHASE RATES FOR USE IN OTHER MEDIA:

| | |
|--------------|-------|
| 1/8 page ad | \$50 |
| 1/4 page ad | \$75 |
| 1/2 page ad | \$100 |
| Full page ad | \$175 |

For ad design assistance contact
Anne Hiney at 972 • 672 • 4133 or theconnection.anne@mac.com.

