

LAKE FOREST *and* LAKE BLUFF



2023 - 24 COMMUNITY GUIDE
LAKE FOREST/LAKE BLUFF CHAMBER OF COMMERCE

LAKE FOREST/LAKE BLUFF CHAMBER OF COMMERCE
2024-2025 COMMUNITY GUIDE



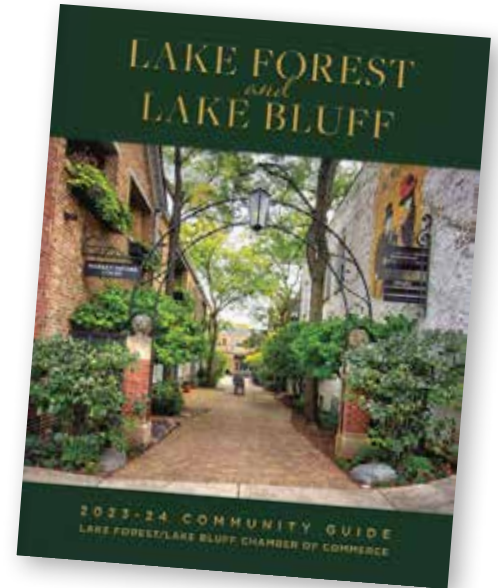
2024-2025 Lake Forest/Lake Bluff Community Guide

Dear Chamber Member,

The Lake Forest/Lake Bluff Chamber of Commerce has partnered with Town Square Publications to produce our **2024-2025 Lake Forest/Lake Bluff Community Guide**. This publication will help you market your business directly to area business owners, neighborhood residents and visitors. The Chamber will be printing a total of **16,000 copies** of the community guide. More than 14,000 copies will be direct mailed to residents and businesses in the Lake Forest and Lake Bluff communities. In addition, an additional 2,000 copies will be distributed year-round by the City of Lake Forest, Village of Lake Bluff, local Realtors and the Chamber.

The **Lake Forest/Lake Bluff Community Guide** is a remarkable advertising tool, highly visible and is a publication that businesses and residents keep on hand for easy reference.

In addition, the **Lake Forest/Lake Bluff Community Guide** will be replicated online via the Chamber's website and Town Square's National Profile Network, further extending the exposure of your advertising message and increasing your search engine optimization.



Don't miss the opportunity to promote your business to residents and business owners!

Our representative from Town Square Publications is Kathy Chapman. **To reserve an ad, please fill out the google form [here](#).** You can also call Kathy at (773) 251-8644 or email her at kchapman@tspubs.com.

Get your business noticed and keep it successful. Purchase your advertising space with one of the most effective publications in the Lake Forest/Lake Bluff communities.

Looking forward to having you participate!

Joanna Rolek
Executive Director

**YES! I AM INTERESTED IN ADVERTISING IN
2024-2025 LAKE FOREST/LAKE BLUFF COMMUNITY GUIDE!**
**TO RESERVE AN AD, PLEASE FILL OUT THE GOOGLE FORM [HERE](#)
OR EMAIL KATHY CHAPMAN AT [KCHAPMAN@TSPUBS.COM](mailto:kchapman@tspubs.com)**

LAKE FOREST/LAKE BLUFF CHAMBER OF COMMERCE

2024-2025 COMMUNITY GUIDE

Publication Date

MAY 2024

To Reserve Your Space

Contact:

Kathy Chapman

773-251-8644

kchapman@tspubs.com



Not a member? Click [here](#) and join today, so you can be a part of this fantastic member-only guide and receive all the benefits of membership! Memberships begin at \$350 per year.

ADVERTISING RATES

Full Page	\$1,895
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Half Page	\$1,195
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Quarter Page	\$695
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Eighth Page	\$395
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PREMIUM POSITIONS

Back Cover*	\$3,250
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Inside Front Cover	\$2,895
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Inside Back Cover	\$2,895
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Pages 3-7 Full Page	\$2,895
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**Back Cover Ad Dimensions are 8.75" x 9"
(Bleed on the left, bottom and right sides)*



ADVERTISING SPECIFICATIONS

Camera Ready Ad Specs

Using one of the following software programs:

- Adobe Illustrator CS • Photoshop CS

We can use the following software applications:

- Adobe Acrobat * PDFs should be system ready
- Adobe InDesign CS • Adobe Illustrator CS
- Adobe Photoshop CS

Fonts

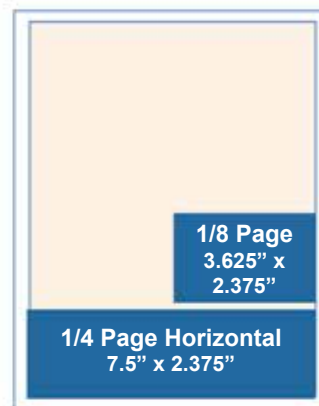
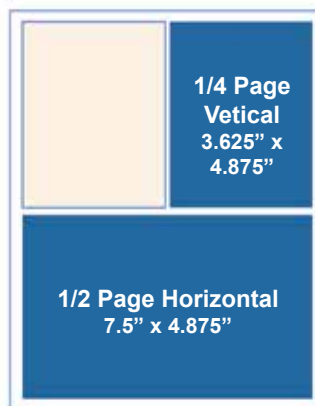
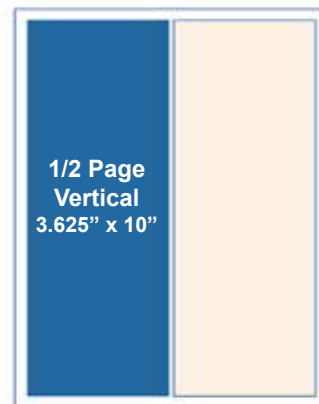
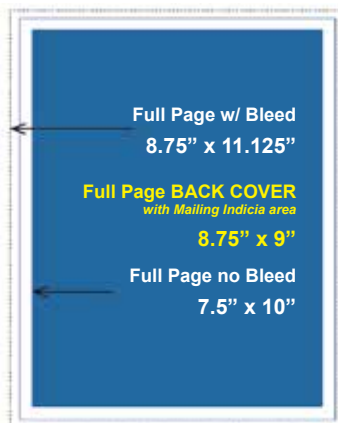
Fonts must be included on the disk as:

- 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



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

