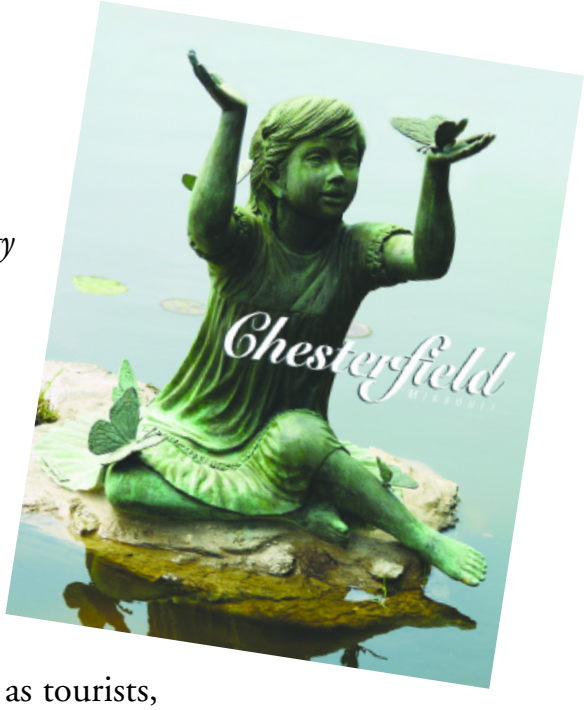
Chesterfield
COMMUNITY MAGAZINE



From: Pat Catanzaro
Re: Chesterfield Magazine

Thanks for your interest in the *Chesterfield Community Magazine*. I have included the rates for your review.

The magazine will be published in Winter, 2011. 10,000 copies will be printed and distributed by the Chamber of Commerce throughout 2012 and 2013.

The magazine is designed as a relocation guide for new families and businesses who have moved or who are looking to move to the Chesterfield area. This guide will help provide these newcomers, as well as tourists, with a valuable orientation piece and a buyer's guide on the area and its products and services.

We hope that you will join us and identify your business as an active community participant. **More than 80 area businesses took part in the 2010-11 edition.** Please reserve your space now to ensure the best positioning of your ad. Space reservations for premium ad space- July 30. All other ads- Aug 30. Ad copy due- Sept 15, 2011.

Complimentary books are provided to all advertisers.

Thank you for your consideration.

CHESTERFIELD
CHAMBER OF COMMERCE

GATEWAY CREATIVE, INC.
1734 Clarkson Road, Suite 312 • Chesterfield, MO 63017 • (636) 532-5805 • Fax: (636) 536-9611
Send e-mail & ad submissions to: chesterfield@gatewaycreative.net

Chesterfield
COMMUNITY MAGAZINE

ADVERTISING RATES

Two-Page
Four-Color.....$3,595

Covers/Four Color
Outside Back.....$3,465
Inside Back $2,965
Inside Front $2,965

Full Page
Four-Color $1,995
B/W or Two-Color $1,695

Half Page
Four-Color $1,595
B/W or Two-Color $1,295

1/3-Page Ad
Four-Color $1,295
B/W or Two-Color $1,055

1/6-Page Ad
Four-Color $795
B/W or Two-Color $695

1/12-Page Ad
Four-Color $495
B/W or Two-Color $395

Directory Listing $195
Includes name of company, address, phone number and a 50-word description of goods or services. (Directory listing is free with purchase of display ad.)

Mechanical Requirements
Two page spread.....16" X 10"
Full Page .....7 1/2" X 10"
Half Page .....7 1/2" X 4 7/8"
1/3 Page .....4 7/8 X 4 7/8
1/6 Page.....2 5/16" X 4 7/8"
1/12 Page.....2 5/16" X 2 5/16"

Bleeds
Ad 10% to the ad rates. Bleed size for 2-page spread 17-1/4" X 17-1/4". Full page: 8 3/4" X 11 1/4"

Guaranteed Position: Add 10% to ad rate

Payment Terms
1/3 with contract, balance due upon publication. Ads are non commissionable.

Print Specs: Printed web offset and saddle stitched. Trim Size 8-3/8" X 10-7/8"

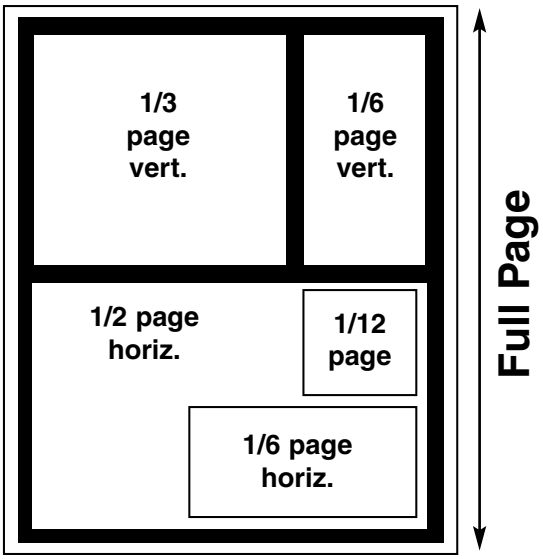
Production: No charge for basic display ads assembled for the client. Elaborate design and production done by publisher on behalf of the client or agency is an added charge to be quoted and approved in advance of publication. **Ads created by publisher are for use in Lifescape Magazine only. These ads remain the property of publisher and are not to be used in any other publication.**

Instructions for Submitting Digital Files:
Ads are accepted in PDF format. JPG or Tiff Formats are also accepted (300 dpi minimum). Send via CD, DVD, or e-mail files to chesterfield@gatewaycreative.net.

Instructions For E-mailing Ads:
Please zip all files before attaching to your e-mail message. This prevents corruption of files.
Send files to: chesterfield@gatewaycreative.net

Color or B/W visual must accompany all ads

Ads created by the publisher remain the property of the the publisher and are not for use in other publications



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Chesterfield
COMMUNITY MAGAZINE

Chesterfield Chamber of Commerce

Community Magazine Distribution Plan

The Chamber will use the Chesterfield Community Magazine in the following ways:

1. To answer inquiries received from outside the community at the chamber office, and city hall each year.

2. To motivate business and professional prospects to relocate in our community.

3. To promote tourism in our area by providing outside, interested parties with information on our many attractions.

4. To provide our city officials, business leaders, chamber of commerce executives, and other agencies with an excellent prestigious VIP handout for local, national and international marketing.

5. To fulfill a recruiting need for skilled prospective key employees and transferees on the part of our business, educational institutions, healthcare facilities and our local government.

6. To sell prospective new families on moving to our area.

7. To resell the local residents on our area by renewing civic pride and enhancing our image in the area.

8. To provide a constant reminder to local companies and businesses that they can have the opportunity to obtain services and products from the chamber member firms within our area.

9. To attract local and outside developers to invest and build in our area.

10. To provide newcomers with a valuable orientation piece and buyer's guide on the area with its products and services.

11. To interest non-members and new businesses in joining our chamber

Note: The Chesterfield Magazine will also be distributed to all Chesterfield Area Real Estate Offices, Banks and Major Corporations for recruitment efforts. It is also used by the City of Chesterfield as a marketing piece. The Chesterfield Community Magazine is the ONLY relocation type guide exclusive to the Chesterfield area

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COMMUNITY MAGAZINE

ADVERTISING AGREEMENT

Name of Business _____

Owner _____

Address of Business _____

City _____ State _____ Zip _____

Authorized Representative _____

Phone _____ Fax _____ E-mail address _____

Shape & Size of Ad _____

Rate Per Insertion $ _____ space

$ _____ bleed

$ _____ other

$ _____ total

Deposit _____ Balance Due _____

Additional Instructions _____

_____

_____

_____

_____

_____

_____

Copy due by: _____

Terms:

1/3 deposit due upon signing of contract. Balance due upon publication. Publication date is Winter, 2011. Invoices 30 days past due will be charged interest at 1.5% monthly. Advertisers will pay reasonable attorney's fees & cost of collections of unpaid invoices or balances.

Accepted for Gateway Creative, Inc. by: _____ Date _____

Accepted for advertiser by: _____ Date _____

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