

Looking to Build Your Business in 2019?

Advertise in the Caledonia Business & Community Directory!

Advertising reservations are now being accepted for the 2019 “Explore Caledonia” directory. 2,500 full-color directories will be mailed to area newcomers, distributed to local residents and real estate companies, displayed at high-traffic retail locations, and online on the Chamber website.

Step 1 – Save Money by Becoming a Chamber Member

Visit caledoniachamber.com, then “Membership” and “Join”. Becoming a member before placing your ad can pay for itself through advertising discounts. Plus, all Caledonia Area Chamber members receive a free business listing as a membership benefit!

Step 2 – Current Members: Log In to Your Member Profile

Update your online member profile so your complimentary business listing in the new directory is up-to-date. Go to the “Member” then “Member Login”. Once there, you can sign up for a login password if you don’t already have one.

Step 3 – Visit caledoniachamber.com/explorecaledonia

Reserve your ad by May 1 for cost-savings with “Early Bird” pricing! Select your advertising options, complete the online form and upload your ad or ad content. If you are providing camera-ready art, please review the [ad specifications](#). Ad design services are available for an additional fee if you do not have camera-ready artwork. Deadline for all listings and ad submission is May 31.

Step 4 – Checkout Online

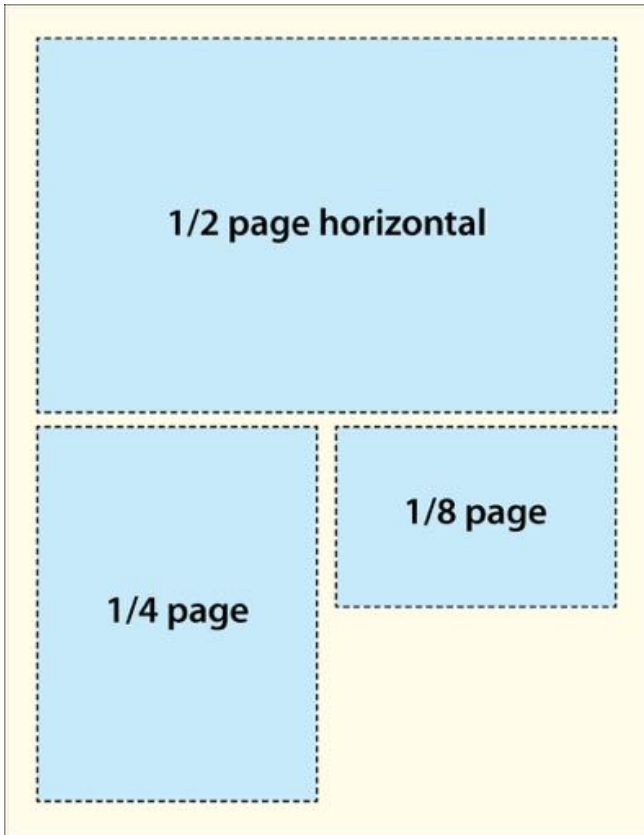
After completing the online form and uploading your artwork or ad content, choose “Submit” to reserve your spot and select a payment option. Payment can be made by credit card via PayPal. If paying by check, please mail it to: Caledonia Area Chamber of Commerce, P.O. Box 94, Caledonia, MI 49316



**Caledonia Area Chamber of Commerce
Business & Community Directory**

“Explore Caledonia”

2019 Advertising Rates



	Chamber Member Price	Member Early Reserve Price	Non-Member Price
Back Cover	\$1,650	\$1,485	\$1,850
Inside Front Cover	\$1,500	\$1,350	\$1,685
Inside Back Cover	\$1,500	\$1,350	\$1,685
A. Full page	\$1,200	\$1080	\$1,350
B. ½ Horizontal	\$850	\$765	\$955
C. ½ Vertical	\$850	\$765	\$955
D. ¼ Vertical	\$525	\$475	\$595
E. ¼ Horizontal	\$350	\$315	\$390
F. Directory Listing*	FREE	FREE	\$50
G. Enhanced Listing**	\$100	\$90	\$115
H. Additional Category Listing	\$25	NA	\$30

Ad Specifications:

Full page w/ bleed	8.875w x 11.375h
Full page no bleed	7.625w x 10.0625h
1/2 page horizontal	7.625w x 4.9375h
1/2 page vertical	3.6875w x 10.0625h
1/4 page	3.6875w x 4.9375h
1/8 page	3.6875w x 2.375h

Electronic Specifications: PDF format (Adobe 4.0 PDF 1.3 compatible, PDF/X-1a:2001) or Illustrator (CS5 EPS or earlier). All fonts & images embedded. Min. 300 ppi & CMYK color.

Advertising Deadlines:

Early Reserve Discount:	May 1, 2019
Reservation Deadline:	May 31, 2019
Artwork Deadline:	June 21, 2019
Publish Date:	August 1, 2019

*Includes your business name, address, phone number and website. Free to non-members when purchasing display ad.

**Includes your business name in BOLD, logo and up to 16 words of additional text

For more information and to reserve your spot, visit Caledoniachamber.com/explorecaledonia

Questions? Call Wendy Harris, Executive Director at (616) 690-2719

