

# Advertising Details & Specifications

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## Okemo Valley Regional Guidebook, 2010 Summer/Fall Edition

- Distribution: 6 months - late May 2010 through November, 2010
- Print Quantity: 20,000

### Accepted formats (Guidebook)

Print ready digital files.

All formats require 300 dpi resolution and CMYK color.

- PDF with embedded fonts
- TIFF (flat)
- EPS with embedded fonts

### Display Ad sizes (Guidebook)

- Full Page w/bleed: 5 5/8 x 8 3/4 inches
- Full Page: 4 5/8 x 7 5/8 inches
- Half Page - horizontal: 4 5/8 x 3 5/8 inches
- Half Page - vertical: 2 1/4 x 7 5/8 inches
- Quarter Page - vertical: 2 1/4 x 3 3/4 inches
- Quarter Page - horizontal: 4 5/8 x 1 3/4 inches
- Eighth Page: 2 1/4 x 1 3/4 inches

### Guidebook Listings Details

- Enhanced Listing: Description up to 42 words
  - Standard Listing: Business name, address, phone number, website or email
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## YourPlaceInVermont.com (Official Chamber website)

### Banner Advertising

- Small Banner 195 x 195 pixels (Approximate space for small logo and up to 14 words)
- Large Banner 195 x 390 pixels

### Accepted formats (Website)

- JPG, JPEG
  - GIF (Please note: we do not accept animated gifs)
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### Ad Submission

- Email (not to exceed 4 MB): [ads@SpringRiverEnterprises.com](mailto:ads@SpringRiverEnterprises.com)
  - Upload via online form at [SpringRiverEnterprises.com](http://SpringRiverEnterprises.com) (or via FTP, email us for settings)
  - Mail: CD or DVD to address below.
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All ads and content subject to approval by publisher. We reserve the right to edit all listings to fit space available. Display advertising design and development assistance is available at a rate of \$18 per quarter hour.

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