

LAKEWOOD CHAMBER OF COMMERCE

Advertising Rates & Policies

Spring/Summer 2024



“The man who stops advertising to save money is like the man who stops the clock to save time”

.....Thomas Jefferson

The **Lakewood Chamber Membership Directory & Visitor Guide** is another way to showcase our community, businesses and amenities to prospective customers. This digital version will be the official response piece used to answer business and leisure travelers, military, newcomer and local resident inquiries.

Highlighted with vibrant colors and photography, the Lakewood Membership Directory is the premier source of information for Greater Lakewood area services, shopping, attractions, culture, lodging, dining, entertainment and more. The directory is prominently featured on the Chamber’s website where we have an average of 21,000 unique visitors a month. We are producing the Spring/Summer 2024 edition now.

BOOK YOUR SPACE TODAY.

Call (253) 582-9400 today to reserve space in our upcoming issue!

ADVERTISING OPTIONS & OPPORTUNITIES

EARLY BIRD SAVINGS!

When you purchase your ad space by Friday, April 12, 2024, you will receive a 20% discount on any ad buy in the directory! Starting Saturday, April 13, 2024, the regular price for advertising takes effect. A signed contract and a minimum of 50% total advertising cost is due at this time.

PREPAYMENT DISCOUNT

A five percent (5%) discount will be given when display ad is paid in full at contract signing.

DISTRIBUTION

Official response piece used to answer business, civilian and military, newcomer and tourist inquiries received by email, snail mail, phone and one-on-one contacts. Promotion of directory will be linked on the Chamber’s website with a quarter of million unique visitors annually, and through social media.

PUBLICATION SCHEDULE

Early Bird Deadline:	Friday, April 12, 2024 (20% off)
Space Reservation Deadline:	Friday, April 19, 2024
Advertising Materials Due:	Advertising materials due no later than Friday, April 26, 2024
Please send ad to:	Scott Jonson at scottj@lakewood-wa.com or mail to Lakewood Chamber of Commerce 6310 Mt. Tacoma Dr SW, Ste B, Lakewood WA 98499
Roll-Out Begins:	Friday, May 17, 2024

Don’t Wait – Call today to reserve your ad space in the 2024 Spring/Summer issue.

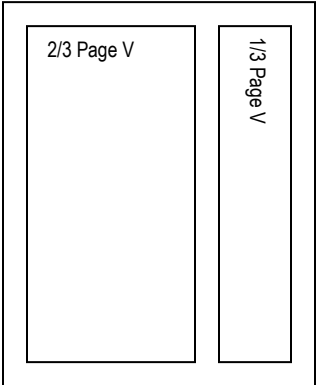
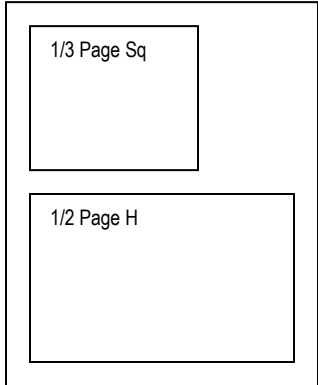
Lakewood Chamber of Commerce
6310 Mt. Tacoma Dr SW, Ste B, Lakewood, WA 98499
(253) 582-9400 / Fax (253) 581-5241

PREMIUM ADVERTISING	
Inside Back Cover	\$400
Inside Front Cover L	\$575
Inside Front Cover R	\$575
<ul style="list-style-type: none"> • Rates are for members • Rates are net and non-commissionable • Non-members add 50 percent (50%) 	

FULL COLOR ADVERTISING	
Full Page	\$350
2/3 Page (v)	\$275
1/2 Page (h)	\$250
1/3 Page (v or sq)	\$150
Highlighted Listings (Both Alpha & Category Listings)	\$50

All advertisers automatically receive a highlighted listing (Both Alpha & Category Listings).

AD DIMENSIONS



<u>Description</u>	<u>Width & Height</u>
Full Page	8-1/2" x 11"
2/3 Page (v)	5-3/5" x 11"
1/2 Page (h)	8-1/2" x 5-1/2"
1/3 Page (v)	2-4/5" x 11"
1/3 Page (sq)	5.00" Square

Note: Because we have digital capabilities, MINOR adjustments to the ads may be possible.

BILLING POLICIES

First time advertisers must establish credit and submit payment of 50% of total charges, including production fees, with contract. Advertiser accounts must be current and in good standing.

One half of the advertising cost is due at contract signing. The balance, at publication completion, is due upon receipt of invoice and must be paid within 30 days. Any account outstanding after 30 days from date of invoice will be subject to a 1.5% per month service charge, not to exceed 18% per annum. In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or agency placing the advertisement. The Lakewood Chamber of Commerce (LCOC) reserves the right to hold the advertiser and/or agency jointly liable for monies due and payable.

Credit for errors is limited to the percentage of space occupied by the error. LCOC will not be liable for loss of income or profits, or any consequential damages. No discount will be made in the event of color variances.

PRODUCTION CHARGES

Rates are for space only and are based on receipt of required ad materials as specified. Typography, scanning, illustration, image correction, etc. will be billed to the advertiser. This includes advertising from any source that has to be resized or altered in any way to meet our specifications. Production charges are non-commissionable. Design and production services are available through members of LCOC. These charges are billed at \$85 an hour, one-hour minimum. Please read the specifications carefully so that you can avoid costly alterations.

MECHANICAL REQUIREMENTS

Digital files are required. The Lakewood Chamber of Commerce Directory offers advertisers the benefits and cost savings of complete electronic capabilities. We prefer that you provide your ad saved as a CMYK (or grayscale for black & white ads) **jpg file** to eliminate the need for fonts and attachments.

CANCELLATIONS

Space cancellations will not be accepted 7 days after contract is signed by the advertiser, or after the published closing date for space reservations, whichever occurs first.

LCOC must be notified of any cancellations prior to the space reservation deadline. Failure to do so will result in payment for space. Requests for cancellations and changes must be in writing, and are not accepted until confirmed in writing by LCOC. If space is reserved and advertiser does not meet deadline, LCOC may insert a previous advertisement or in a circumstance where there has been not previous advertisement, may prepare and insert an ad without prior approval of copy or layout by the advertiser.

GENERAL PROVISIONS

Publisher reserves the right to reject any advertising not in keeping with publication standards. Advertiser agrees to protect LCOC from loss, expense, or claims based upon subject matter of the advertisement.

IMPORTANT NOTICE

All advertisers and/or advertising agencies will be presumed to have read and understood the information provided in this rate card and will show its conditions when submitting a contract or insertion order.

Lakewood Chamber of Commerce Membership Directory & Visitor Guide Contract

ADVERTISER

Company: _____ Phone: _____

Contact: _____ Email: _____

Address: _____ City _____ Zip _____

AD AGENCY

Company: _____ Phone: _____

Contact: _____ Email: _____

AD SPECIFICATIONS/PLACEMENT

Size: _____ Vertical Horizontal Square

Placement/location: _____

Production notes: _____

AD RATE/PAYMENT

Ad Rate: \$ _____ Discounts: \$ _____ Early Bird

Discount: \$ _____ \$ _____ Prepayment

Subtotal: \$ _____

Additional Fees: \$ _____

Total Ad Cost: \$ _____

\$ Received with Signed Contract: \$ _____ \$50.00 - Additional Business Category Listing

Due Upon Roll Out: \$ _____ \$50.00 - Color Highlighted Listings

ADVERTISER ACCEPTANCE

Name: _____ Title: _____

Authorized Signature: _____ Date: _____

Chamber Representative Signature: _____ Date: _____

Contract signed Date _____ Artwork received Date _____

50% Down Date _____ Final payment received Date _____

A deposit of 50 percent (50%) of the advertising cost is due upon space reservation; balance will be billed upon publication. A 1.5 % service charge will be assessed on all balances over 30 days beyond publication date. All advertising material is subject to Chamber approval and agreement by the Advertiser to protect the Chamber from loss or expense or claims based upon subject matter of the advertisement. Cancellations must be in writing to the Chamber. If advertising material does not meet mechanical requirements, or if any changes are requested on existing ad material, Advertiser will pay for these additional charges separate from this contract.

SEND AD MATERIALS & PAYMENT TO:

Lakewood Chamber of Commerce, Attn: Scott Jonson, 6310 Mt Tacoma Dr SW, Ste B, Lakewood, WA 98499
253-582-9400 / Fax 253-581-5241 / Email scottj@lakewood-wa.com