



LOCAL GUIDE Advertising Opportunity

The WINTER 2016 edition of the LOCAL GUIDE hit the streets on or before November 15th just in time for the Holiday Season! We have a very quick turn around this edition so please act fast.

You must be a member of Local First to be listed in the directory. Ad space is also only available to members. So, if you're not a member, you should probably drop everything and join us now:)

A DISPLAY AD in the print LOCAL GUIDE is an excellent, cost-effective way to reach local consumers and businesses. We will print and distribute 2500 copies throughout the surrounding towns in member businesses' and other local venues, such as hotels, town hall and farmers markets. These guides have a 4-5 month circulation life and are held onto as a resource.

LOCAL GOODIES SECTION. In addition to display ads we have a coupon section. This will allow us to better measure the effectiveness of the Guide. We strongly encourage all members, whether you're placing ads or not to take advantage of this extra exposure. Offer something really enticing to get someone new into your business. Keep in mind the guide will be around for 5 months (maybe much longer) so add an expiration date if necessary.

To join, or find out about our membership please visit our website:

Sizes and Rates	*** Local Goodie Coupon
Full page Ad Dimensions: 5.5" x 8.5" Cost: \$250	1/8 of a page - Logo & Offer. We do the layout. just tell us your offer, expiration date & send logo. Text only - keep it short & simple. Cost \$25
Half Page Dimensions: 5.5" x 4.25" Cost: \$125	** Limited Time: Special Placement for Full Page Ad
Third Page Ad Dimensions: 5.5" x 2.85" Cost: \$85	Back Cover Ad \$500

<http://northborolocalfirst.org/membership/apply-now/> or email headquarters@northborolocalfirst.org

DEADLINES

Reserve your ad spaces now. Payment is due upon reservation. You will be sent a PayPal invoice that can be paid online or by check. **Please reserve ASAP. The absolute deadline to have everything in, including the ad itself, is Oct 12th.** Contact Kirsten Forbush to join NLF or reserve your ad space, by emailing headquarters@northborolocalfirst.org

GENERAL SUBMISSION GUIDELINES

All ads in the Guide are in color. All ads must be submitted in digital form. Please build the ad to the exact dimensions stated above and submit via email to headquarters@northborolocalfirst.org.

AD DESIGN

Ad design is not included but if you need your ad designed, assistance is available. Contact Stephanie Audette directly at audette.stephanie@gmail.com. Stephanie has very reasonable rates.

TECHNICAL SPECIFICATIONS

File type must be Press Optimized PDF, TIFF or JPEG image at least 300 DPI. Document must be in CMYK colorspace and sized to 100% - 1/8 Bleed must be Included. Any production work necessary to make submitted ad accepted with the above specs will be charge for production design. Designer will have the discrepancy to approve or deny file submissions **The following files and formats are NOT ACCEPTABLE FOR PRINT PRODUCTION:** Microsoft Word, Microsoft Excel, Microsoft Publisher, Corel Draw, Corel Word Perfect, Corel Ventura, Adobe FileMaker, Adobe FrameMaker, lo resolution JPEG files (.jpg), Windows Metafiles (.wmf), BMP files (.bmp), GIF files (.gif).