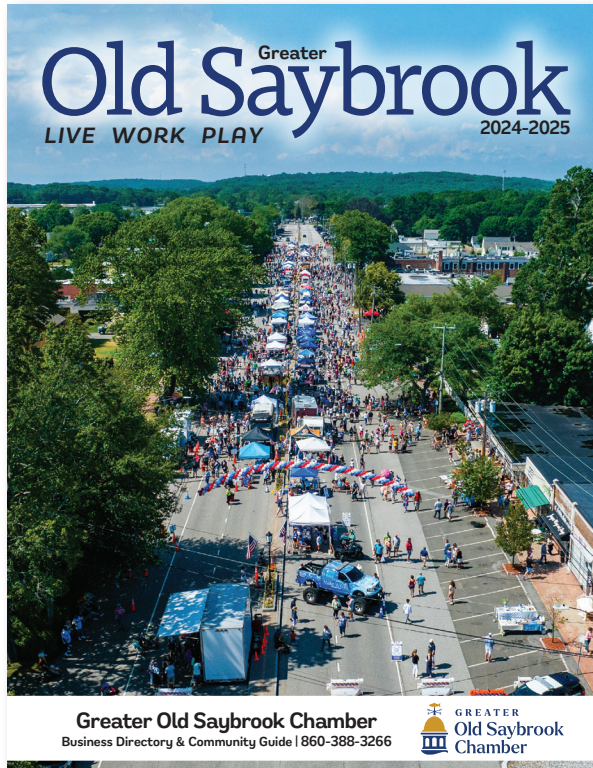




greater old saybrook chamber business directory & community guide



THURSDAY, JUNE 26, 2025

Early Bird reservation deadline:

 **Friday, April 25, 2025**

Ad reservation and copy due deadline:

Friday, May 16, 2025

Final ad approval for printing by:

Thursday, May 29, 2025



**GREATER
Old Saybrook
Chamber**

CELEBRATING COMMERCE, CULTURE & COMMUNITY

Distribution: 28,500 copies

The *Greater Old Saybrook Chamber Directory and Community Guide* is distributed to every home in Old Saybrook and Westbrook through the *Harbor News*, homes in Essex, Chester, Ivoryton, Centerbrook and Deep River through the *Valley Courier*, and homes in Niantic, East Lyme and Old Lyme through *The Times*. It is also distributed by the Chamber to tourists and at retail shops, businesses, resorts, hotels, and restaurants throughout Old Saybrook and at the Eastern States Exposition in the Connecticut Building each year.

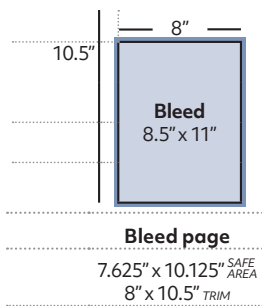
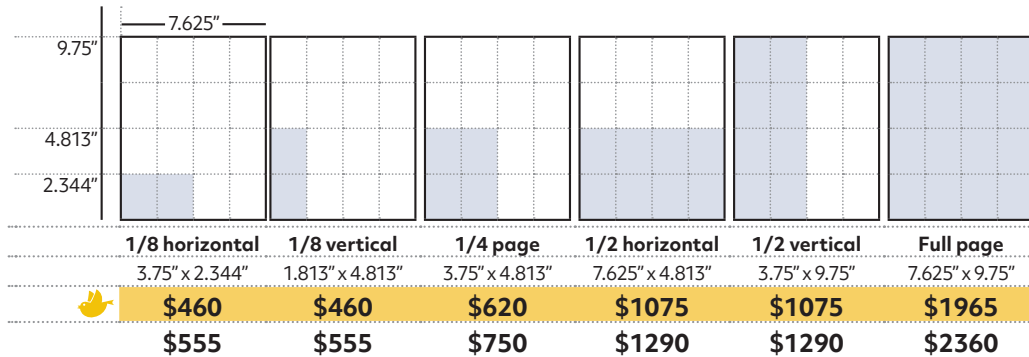
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AD RATES AND SIZES



PREMIUM POSITIONS (Prices include color; one available per issue)

Back cover (full bleed page)	🕒 \$3225	\$3870
Inside front cover (full page)	\$2430	\$2915
Inside back cover (full page)	\$2365	\$2835
Page 3 (full page)	\$2365	\$2835

PRINT-READY SUBMISSIONS:

- PDF/X-1a, PDF/X-3, PDF/X-4 accepted with embedded and 100% subsetted fonts
- INDD, PSD native files accepted with all fonts and artwork included
- Files must be compatible with Adobe CC 2020 and earlier
- Send all print-ready files to your Multimedia Consultant before the copy-due deadline

MATERIAL REQUIREMENTS:

Photos

- Resolution must be 300 dpi
- Accepted file types are JPG, TIFF

Line art

- Resolution must be 1200 dpi
- Accepted file types are JPG, AI, EPS, or TIFF

Colors

- SWOP standards apply (Specs for Web Offset Publications)
- Colors must be CMYK
- All spot colors will be converted
- TAC (Total Area Coverage) should not exceed 300%

Use of rich black

- Black type, rules, and borders should use 100% K
- Rich black is not permitted for type, rules, and borders

Magazine Specifications & Printing:

- Web offset; saddle-stitched

A digital version of all print ads will be automatically created for The Day/Shore Publishing's online search optimization program.

Deadlines: Deadlines listed are final. Ads that have not been approved by the final approval deadline will be finalized at the discretion of The Day/Shore Publishing staff. The Day/Shore Publishing is not responsible for errors in ads that have not been approved on time. Ads that have not been submitted by deadline are subject to The Day/Shore Publishing's ad cancellation policy. Digital ad copy deadline is the same as print ad copy deadline. **Cancellation policy:** All ads canceled after space reservation deadline will be subject to a 25% cancellation fee. **Ad production:** The Day/Shore Publishing offers complimentary, professional creative talent and production services. Two rounds of changes are included. Additional changes will be charged at a rate of \$25 per round.