



## 2009 MEDIA GUIDE

Richardson is home to 100,000 residents and even more who work, play and shop in this city. Are they aware of your business? As part of an effort to encourage Richardson residents to shop locally, the Richardson Chamber of Commerce has once again partnered with the publisher of *Richardson Living* magazine to produce a resource directory. This digest-sized publication, mailed directly to 25K homes and businesses across Richardson, will share the story of the Richardson Chamber of Commerce, profile representative local businesses and include a categorical listing of members. Don't miss being a part of this publication that will encourage the people who live and work in our city to shop locally!

**Digest Trim Size:** 5.5" x 8.5"

**Quantity:** 25K to be both direct mailed and distributed at the Chamber

### Ad sizes and rates:



Size	Dimension	Rate
Back cover	5.5 x 8.25	\$4,200
Inside front cover	5.5 x 8.25	\$3,800
Inside back cover	5.5 x 8.25	\$3,500
Full page	5.5 x 8.25	\$1,500
Half vertical	2.25 x 7.75	\$800
Half horizontal	5.25 x 3.75	\$800
1/4	2.25 x 3.75	\$600
1/8	2.25 x 1.75	\$450
Bold listing*	N/A	\$75

\*Advertisers automatically receive bold listing

Seven business profiles offered at \$2,200 apiece (only one spotlight per industry).

## Key Advertising Deadlines

May 29 Ad allocation deadline and content

June 10 Ad artwork deadline



When supplying images and/or logos for use in your ad, follow these guidelines to ensure successful printing.

### Submission Guidelines

Build your ad as process CMYK. The ad sales representatives will send you a proof prior to printing.

### Full Page Ad Design

Text in full page ads should be within 0.5" of the trim size. Please note the trim size when laying out your ad.

### Specifications

**PDFs: Press quality only**

**Colors: Process (CMYK)**

**Images: Minimum 300 DPI**

**Ads should be no more than 50% text.**

**Ads should be emailed to [elizabeth@richardsonliving.com](mailto:elizabeth@richardsonliving.com).**



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To discuss our publication and advertising opportunities,  
please contact **Richardson Living** at **214.789.6117** or  
e-mail **[tammie@richardsonliving.com](mailto:tammie@richardsonliving.com)**