

L I V E P L A Y S H O P D I N E

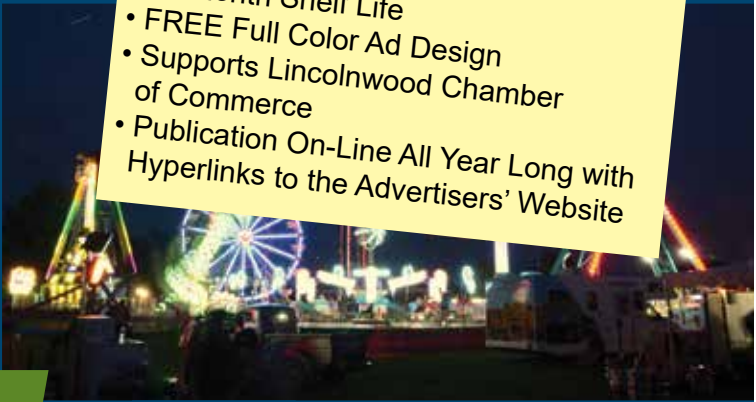
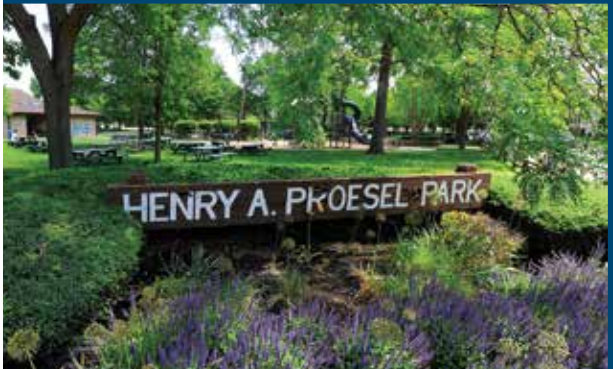
# LINCOLNWOOD

2021-2022 COMMUNITY GUIDE & BUSINESS DIRECTORY



## LINCOLNWOOD CHAMBER OF COMMERCE 2022-2023 COMMUNITY GUIDE & BUSINESS DIRECTORY

- 5,500 Copies Printed
- 4,000 Delivered to Residents & Businesses in Lincolnwood
- 12 Month Shelf Life
- FREE Full Color Ad Design
- Supports Lincolnwood Chamber of Commerce
- Publication On-Line All Year Long with Hyperlinks to the Advertisers' Website



CHAMBER MEMBERSHIP TRIBUTE P.29



**LINCOLNWOOD CHAMBER OF COMMERCE & INDUSTRY  
2022-23 COMMUNITY GUIDE & BUSINESS DIRECTORY**



May 2022

Dear Lincolnwood Business & Community Leader,

Would you like to market your products and services to Lincolnwood's homeowners, businesses, and visitors all year long? You'll have that opportunity by placing your ad in the new 2022-23 Lincolnwood Chamber of Commerce Directory & Community Guide.

The Lincolnwood Chamber is pleased to announce our partnership with Alycia Olson Klososky and the Town Square Publishing/Daily Herald Media Group to produce this year's publication. Our guide is a remarkable and cost-effective advertising tool; highly visible and distributed throughout the year by the Lincolnwood Chamber.

***4,000 hand delivered to residents in Lincolnwood. PLUS, another 1,500 copies will be distributed by the Lincolnwood Chamber throughout the year at local venues like Village Hall along with many networking and community events...in and out of town!***

Our 2022-23 Lincolnwood Directory and Community Guide will also be on-line at [www.lincolnwoodchamber.com](http://www.lincolnwoodchamber.com) in the form of an electronic magazine where advertisers will have interactive links to their own website and sent via email to our 1,200+ contacts! An electronic listing with us drives YOU to the top of a Google search because Google regards Chambers as a credible source!

As the primary publication of the Lincolnwood Chamber of Commerce, we take great pride in this annual guide which contains a wealth of information about living in Lincolnwood along with the directory of members. Don't miss the opportunity to promote your organization for the entire year with a high visibility ad.

Our Representative from Town Square Publications is Alycia Olson Klososky. She will be contacting you with all the information over the next few weeks about your marketing opportunities. Alycia can be reached by phone or text at 773-991-3577. Her email address is [aklososky@tspubs.com](mailto:aklososky@tspubs.com). Feel free to reach out to her today to learn more.

Thanks in advance for your ongoing support and involvement with the Lincolnwood Chamber of Commerce!

Sincerely,

A handwritten signature in black ink, appearing to read "Kari Fleck Gutstein". The signature is written in a cursive, flowing style.

Kari Fleck Gutstein  
President

# LINCOLNWOOD CHAMBER OF COMMERCE & INDUSTRY 2022-23 COMMUNITY GUIDE & BUSINESS DIRECTORY

## Publication Date

SEPTEMBER 2022

## To Reserve Your Space

Contact:

**Alycia Klososky**

**773-991-3577**

**aklososky@tspubs.com**



Your Custom Publishing Partner  
A Daily Herald Media Group Company  
EMPLOYEE-OWNED

## ADVERTISING RATES

Full Page	\$1,255
Half Page	\$730
Banner	\$465
Quarter Page	\$445
Eighth Page	\$310

## PREMIUM POSITIONS

Back Page	\$2,095
Inside Front Cover	\$1,780
Inside Back Cover	\$1,780
2 Page Center Spread	\$2,830
Pages 3-5	\$1,360

*Non-Members pricing add 25%*





# ADVERTISING SPECIFICATIONS

## Camera Ready Ad Specs

Using one of the following software programs:

- Adobe Illustrator CS3 • Photoshop CS3

We can use the following software applications:

- Adobe Acrobat (8)\* PDFs should be system ready
- Adobe InDesign (CS3) • Adobe Illustrator (CS3)
- Adobe Photoshop (CS3)
- A printed sample copy must be included with the disk.

## Fonts

Fonts must be included on the disk as:

- Postscript Level 1 or 2.
- Some programs allow fonts to be rendered as art or paths and should be done so if using true-type fonts.

## Art & Files

- **Colors must be converted to CMYK.**
- **No rich black text.**
- Rich black fills 100% black/40% cyan
- Any art used in the ad must be included on the disk as a TIFF or EPS file.
- PDF files (high resolution) can be submitted, but please keep in mind that we cannot change these files if needed.
- When generating PDFs, the Compression setting should have no boxes selected and in the Advanced section, select Distill with prologue.ps/epilogue.ps. Also select Device Independent (More Accurate) for Color Conversion.
- **Files must be submitted with a resolution of 300 dpi for color and grayscale images.**
- A resolution of 1200 dpi must be used for lineart images.
- **Art obtained from a website is usually 72 dpi and should not be submitted unless it is a least 300 dpi and of good quality.**
- **Taking a 2 x 2 inch image of 72 dpi and then increasing the image to 300 dpi is not acceptable.**
- Digital cameras usually offer low resolution files that appear grainy and should not be submitted.
- Art should be the size needed for the ad or larger. When small files are enlarged they degrade in quality and should not be submitted.

## Advertising Dimensions

