

We are excited to announce the 22-23 GUIDE TO GUILDERLAND. This full color publication will feature all the best Guilderland has to offer. Our community guide will highlight our many shopping, dining, and recreational opportunities. With 1,000 copies produced annually and distributed to local businesses, Guilderland & Altamont Town Halls, local libraries, hotels, visitors center and more. The Guide is also included in the Town of Guilderland's New Resident Welcome packet, over 300 packets distributed each year! Additionally, the Guide is posted with live links to the Advertiser's website on the [GCC website](#) and available by mail request. See below for advertising rates and pricing.

### PRINT AD RATES & SPECIFICATIONS

#### BACK COVER \$1495

Trim: 7.25" w x 10.25"h  
Bleed: 7.5" w x 10.5"h  
Safe Area: 6.5" w x 9.25"h

#### INSIDE COVER \$1050

Trim: 7.25" w x 10.25"h  
Bleed: 7.5" w x 10.5"h  
Safe Area: 6.5" w x 9.25"h

#### FULL PAGE \$675

Trim: 7.25" w x 10.25"h  
Bleed: 7.5" w x 10.5"h  
Safe Area: 6.5" w x 9.25"h

#### 1/2 PAGE \$495

Ad Size: 6.5" w x 4.5"h

#### 1/3 PAGE \$360

Horizontal Ad Size: 6.5" w x 3"h  
Vertical Ad Size: 3.125" w x 9.25"h

#### 1/4 PAGE \$300

Ad Size: 3.125" w x 4.5"h

#### 1/8 PAGE \$160

Ad Size: 3.125" w x 2"h

### BUSINESS LISTING MEMBERSHIP

Listing in Directory & Online  
Directory For 1 Year **\$100**

- ✓ Full color glossy magazine
- ✓ All ads available in full color
- ✓ New content areas including shopping, dining, history & more!

### SUBMITTED AD SPECIFICATIONS

**Resolution:** 300 dpi  
**Color:** CMYK  
**Images/Logos:** All artwork should be EPS, TIFF, high resolution JPGs or Press Ready PDF.

### FORMATTED AD SPECIFICATIONS

Formatted ads are produced by Digital XPress. Advertisers provide all copy, images and logos. **Images must be high resolution with a minimum 300 dpi.**

### SEND AD MATERIALS TO:

The Guilderland Chamber at [info@guilderlandchamber.com](mailto:info@guilderlandchamber.com) with subject line "GCC Directory Ad" no later than **April 23, 2022.**

If you have any questions, contact the Chamber at 518-261-4432 or [info@guilderlandchamber.com](mailto:info@guilderlandchamber.com).

### ADVERTISING SALES REP

Paula Segal, (518) 482-9044

### IMPORTANT DATES

**Space Reservation  
Deadline: APRIL 11  
Ad Deadline: APRIL 22  
Publication Date: JUNE 6**

Date

Contact

Authorization Signature

Company

Street

City

State Zip

Phone

Email

Ad Size  
Amount Due

### PAYMENT METHOD

Check  Credit Card (send invoice)

ACH (send invoice)

### AD COPY INSTRUCTIONS

Repeat Ad  Emailing Press-Ready Ad

Ad to be Designed