



2017 GUIDE TO THE MONONA AREA

[CONTACT INFORMATION]

Company Name _____

Contact Name _____

Telephone _____ Email _____

Address _____ City _____ Zip _____

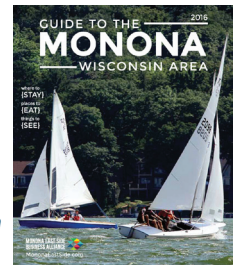
SIZES & RATES>

- Full page, no bleed: 7.5”w x 8.7”h - \$1,285
- Full page, bleed: 8.25”w x 9.75”h - \$1,285
- 1/2 Vertical: 3.63”w x 8.7”h - \$725
- 1/2 Horizontal: 7.5”w x 4.3”h - \$725
- 1/3 Vertical: 2.4”w x 8.7”h - \$640
- 1/3 Horizontal: 7.5”w x 2.15”h - \$640
- 1/4: 3.63”w x 4.25”h - \$475
- 1/6 Vertical: 2.4”w x 4.25”h - \$315
- 1/6 Horizontal: 4.95”w x 2.15”h - \$315
- Add a coupon - \$50 (see sample on next page)
*non-members add 20%

CIRCULATION: 13,000 printed copies

AD MATERIALS DUE: FEBRUARY 15

PAYMENT DUE: MARCH 1



The 2016 edition

AD RESERVATIONS>

To reserve your ad space, contact Amber Wilson at connect@MononaEastSide.com or call (608) 222-8565.

AD PRODUCTION>

Production services are available at no extra cost. All supplied artwork must be provided as high-resolution digital files. Vector artwork is preferred. For complete ad specifications, please see the following page.

PAYMENT>

Send this form to Monona East Side Business Alliance before February 15, 2017 to:

Monona East Side Business Alliance
5708 Monona Drive
Monona, WI 53716
(608) 222-8565

***MAKE CHECKS PAYABLE TO
MONONA EAST SIDE BUSINESS ALLIANCE
or MONONA CHAMBER OF COMMERCE**

**payment is due March 1, 2017*

To pay by credit card:

Name on card _____ MasterCard Visa

Card # _____ - _____ - _____ Exp. Date _____ / _____ (xx/xx)

Card Billing Address _____ State _____ Zip _____

I agree to pay the Monona East Side Business Alliance for the selected advertisement space above & authorize them to use my ad for this publication.

Signature _____ Date _____

AD SPECIFICATIONS>

- All ads are due **02/15/2017**.
- Supported formats include: **PDF, PSD, AI, EPS, TIFF** (for .psd & .ai, please send ads in **CS5 or earlier**; for .ai, please convert type to outlines); PDF files must have type and hi-res images embedded.
- All ads should be submitted in **CMYK**.
- Trim & bleed on full page ads: **keep all live matter .5" in from trim**. Bleeds must extend **.125"** out from trim on all sides.
- **To send us your ad**, please email Kristie Schilling at kschilling@MononaEastSide.com and request instructions.

SIZES>

Full page, no bleed: **7.5"w x 8.7"h**

Full page, bleed: **8.25"w x 9.75"h**

1/2 Vertical: **3.63"w x 8.7"h**

1/2 Horizontal: **7.5"w x 4.3"h**

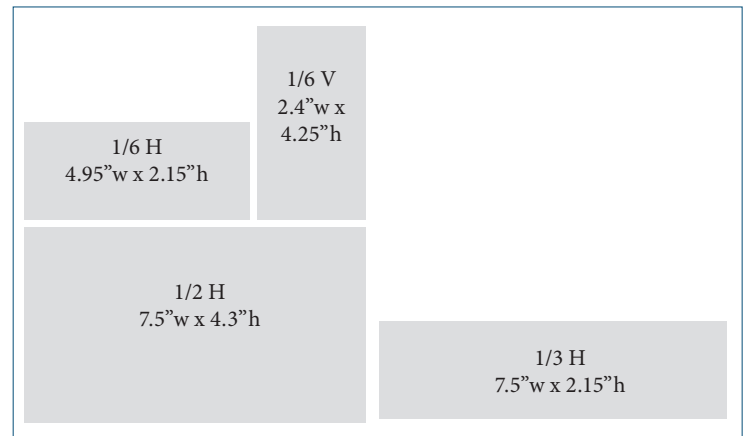
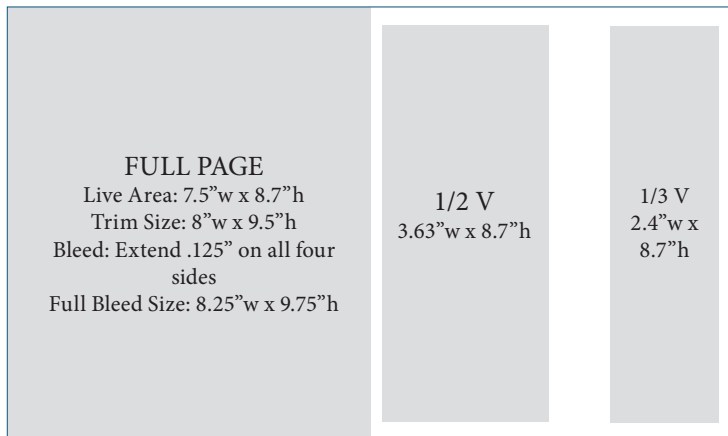
1/3 Vertical: **2.4"w x 8.7"h**

1/3 Horizontal: **7.5"w x 2.15"h**

1/6 Vertical: **2.4"w x 4.25"h**

1/6 Horizontal: **4.95"w x 2.15"h**

Coupon - you may purchase a coupon *in addition* to your display ad for \$50/coupon. This is a limited opportunity—available to the first 20 to sign up. Please supply high resolution logo and coupon offer to Amber Wilson at connect@MononaEastSide.com.



(page layouts above are not to scale; they illustrate how ad sizes may appear in the publication)

GENERAL INFORMATION>

The Guide to the Monona Area is published annually by the Monona East Side Business Alliance. 13,000 hard copies are distributed locally and regionally to promote our members and our community. The publication is also available online for increased exposure. When the Guide is published, you will be notified and copies will be delivered to you upon request. The 2017 size is the same size as the 2016 edition. The publication size is 8"w x 9.5"h.

For sales & billing questions, please contact Kristie or Amber at connect@MononaEastSide.com or call us at (608) 222-8565.

MONONA EAST SIDE BUSINESS ALLIANCE | 5708 MONONA DR., MONONA, WI 53716
(608) 222-8565 | MONONAEASTSIDE.COM

The Monona East Side Business Alliance's mission is to promote and foster an environment that attracts, supports and retains private-sector jobs, spurs economic vitality and enables quality educational opportunities for our area while always promoting and encouraging engagement with our members. Find out more about us at MononaEastSide.com.