



Chamber of Commerce
2004 Area Guide & McNifico
ADVERTISING APPLICATION

Company Name _____
Point of Contact _____
Address _____
Phone number _____

<u>Area Guide AD Size</u>	<u>Non-Members</u>	<u>Members</u>
Full Page	\$3,413.03	\$3,102.75
1/2 Page	\$2,148.30	\$1,953.00
1/3 Page	\$1,463.39	\$1,330.35
1/6 Page	\$ 967.89	\$ 879.90
Dining Guide	\$ 390.60	\$ 340.20
Back Outside Cover	\$7,189.88	\$6,536.25
Front/Back Inside Cover	\$4,851.00	\$4,410.00
First/Last Page	\$5,613.30	\$5,103.00
Center Truck (2-page spread)	\$7,507.50	\$6,825.00

<u>McNifico AD Size</u>	<u>Non-Members</u>	<u>Members</u>
Full Page	\$1,629.60	\$1,417.50
1/2 Page	\$1,201.20	\$ 997.50
1/3 Page	\$ 785.40	\$ 682.50
1/6 Page	\$ 422.10	\$ 367.50
Dining Guide	\$ 390.60	\$ 340.20
Back Outside Cover	\$3,381.00	\$2,940.00
Front/Back Inside Cover	\$2,819.25	\$2,346.75
First/Last Page	\$2,173.50	\$1,890.00
Center Truck (2-page spread)	\$3,881.00	\$3,440.00

McAllen Area Guide Ad Total \$ _____
McNifico Ad Total \$ _____
GRAND TOTAL \$ _____

All checks are made payable to: HARVEST MULTIMEDIA, INC.

NOTE: All rates are net. Agency commission should be added where applicable. Rates do not include art production cost. Production cost is \$150 per ad and \$50 for translation. This is a non-refundable purchase.

Advertiser Signature of Approval Date of Signature

*Advertisers not able to provide digital artwork must pay Harvest Multimedia, Inc. a production fee of \$150 per ad.



Lydia Longoria
Office: (956) 428-4141 Fax: (956) 428-4242

RETURN/FAX TO HARVEST MULTIMEDIA, INC.

THE ADS

Participants must submit artwork to Harvest Multimedia. Please submit your ad using a digital format (Zip 100/250, CD-ROM). Pdf files are preferred, however psd and jpg files are also welcome (flattened – CMYK – MAC or PC). All digital elements must be provided in an expeditious. All pre-produced ads must be provided to scale according to the specifications at 300 dpi.

Participants not able to provide artwork as specified must pay Harvest Multimedia, Inc. a one-time production fee of \$150. All graphics/text to be included in the ad must be provided to Harvest Multimedia, Inc. in an expeditious manner via e-mail, Floppy Disk, Zip 100/250 or CD-ROM, 300 dpi.

Any questions concerning ad specifications, please call Melani at (956) 428-4141

<u>AD Size</u>	<u>Dimensions</u>
Full Page	8.5w x 11h
½ Page	7.5w x 4.75h
1/3 Page	4.75w x 4.75h or 2.25w x 9.75h
1/6 Page	4.75w x 2.25h or 2.25w x 4.75h
Back Outside Cover	8.5w x 11h
Front/Back Inside Cover	8.5w x 11h
First/Last Page	8.5w x 11h
Center Truck (2-full pages)	17w x 11h

Please add a 1/8 inch bleed to all full page ads ONLY.

****Artwork deadline is June 1, 2004****

McAllen Area Guide Ad Total	\$ _____
McNifico Ad Total	\$ _____
GRAND TOTAL	\$ _____

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