



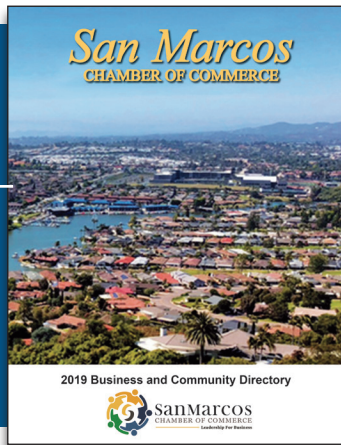
2020 SAN MARCOS CHAMBER OF COMMERCE BUSINESS DIRECTORY

PUT YOUR BUSINESS ON DISPLAY!

This publication will provide helpful information about our extraordinary community... San Marcos. It's designed to help businesses, residents and visitors learn about and support the diversity of our businesses and organizations large and small that call San Marcos home.

**DISTRIBUTION:
2500+**

**PUBLICATION
DATE:
JANUARY
2020**



CONTACT US TODAY

PRINT ADVERTISING SPECIFICATIONS

SPECIALTY POSITIONS

Outside Back Cover (OBC)	8.5x11	\$1,500
Inside Front Cover (IFC)	8.5x11	\$1,250
Inside Back Cover (IBC)	8.5x11	\$1,250

**ADVERTISEMENT DEADLINE:
Monday, December 2, 2019**

SUBMITTING GRAPHICS

Artwork Requirements:
300 DPI

Image Resolution or DPI

Image resolution is a term used to describe raster graphics. DPI means Dots Per Inch. This translates into how much digital information is available to display or print an image.

When used for print:

- The higher the dpi, 300+ DPI, the crisper and finer the image.
- The lower dpi images will have jagged edges and the dots will appear large and clunky (pixelated). 72 DPI images not only lose resolution quality, they also lose color quality.

72 DPI images from internet websites are created specifically for the web. If you were to take that same 72 DPI image to use for print it will be blurry and pixelated.

High-resolution, 300 DPI images, have 300 or more pixels of color information per inch and as a result produce images that are of a much higher quality than the same image at 72 DPI. It is important to note that the image must be 300 DPI at the size the image will be printed.

The Standard Rule:

A printer is going to consistently reject 72 DPI images (most anything saved from websites) when it comes to printing projects, so start thinking in terms of 300+ DPI at print size for your graphics.

COLOR 4/C

Full Page	7.5 x 10	\$1,000
1/2 Page Horizontal (HPH)	7.5 x 4.875	\$750
1/2 Page Vertical (HPV)	3.6875 x 10	\$750
1/4 Page (QP)	3.6875 x 4.875	\$500
1/8 Page (EP)	3.6875 x 2.375	\$400