



# 2010 BUSINESS DIRECTORY

## A DIFFERENT NEW LOOK

With new and exciting sections coupled with riveting photos and stories that capture the essence of the city, the 2010 Morgan Hill Chamber of Commerce Business Directory is one opportunity that no South County business owner can afford to pass up! Make sure you take advantage of this special opportunity by participating in this exclusive, once-a-year publication. You'll be glad you did!

### PURPOSE

Used to promote tourism in South Valley and as an Economic Development tool for businesses seeking relocation to Morgan Hill.

### DISTRIBUTION

12,000 copies distributed to households and businesses throughout Morgan Hill. Extra copies will also be distributed at places like City Hall, the library, Real Estate offices, title companies, hotels and other local businesses.

### COMMEMORATIVE KEEPSAKE

Beautiful, full color printing filled with valuable information about Morgan Hill.



## FEATURES INCLUDE

- Award-Winning Copywriting
- Expanded Editorial Content
- Enhanced Graphics
- New Sections
- Riveting Photos
- Available on the Web



BROUGHT TO YOU BY

Biz Plans, Inc.

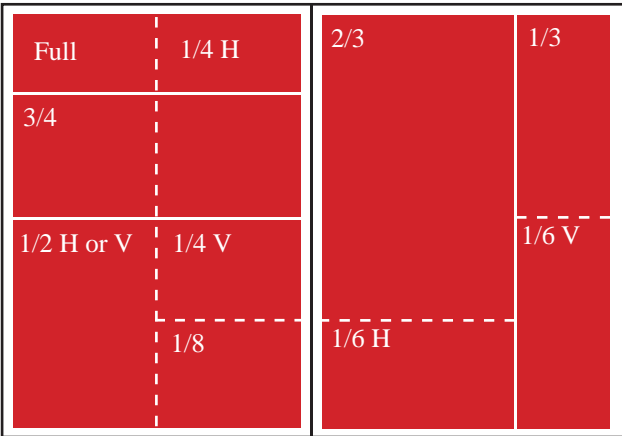
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# 2010 BUSINESS DIRECTORY RATE CARD

## Ad Size & Pricing Structure

Ad Size	Member
Double Truck	\$5,900.00
Back Cover	\$4,750.00
Inside Covers	\$3,500.00
Full Page	\$2,575.00
3/4-Page	\$2,300.00
2/3-Page	\$2,000.00
1/2-Page (H or V)	\$1,500.00
1/3-Page (V)	\$1,150.00
1/4-Page (H or V)	\$725.00
1/6-Page (H or V)	\$375.00
1/8-Page	\$195.00



<b>Space Reservation Deadline</b>	<b>Dec. 11 2009</b>
<b>Artwork Deadline</b>	<b>Dec. 18, 2009</b>
<b>Final Approval Deadline</b>	<b>Jan. 8, 2010</b>
<b>Publication Date</b>	<b>Mar. 13, 2010</b>

### SPECIFICATIONS FOR ALL AD SUBMISSIONS

If you have plans to create your own advertisement, to help in producing a quality Business Directory, we ask that the following specifications and guidelines be followed for all ad submissions from participants. Otherwise, all ad creation is included into the advertising price.

### DIGITAL FILES ONLY

Convert text to outlines or include all font files. Include any linked graphic/image files. Color mode must be set to CMYK processing. Image resolution must be 300 dpi.

### SUPPORTED FORMATS

Adobe Illustrator CS2, Adobe Photoshop CS2, Adobe InDesign CS2, EPS Files, TIF Files, JPEG Files, PDF Files.

### Become a Chamber Member and SAVE

Add the following membership fees to the published members ad rate. Insertion order included all benefits of the Chamber membership.

### See web site or ask for details.

# of Employees	Amount	Alternate Business Rates	Amount
1 to 10	\$295.00	Clubs & Non-Business Assoc.	\$150.00
11 to 25	\$500.00	Adjunct Member	\$150.00
26 to 100	\$1,000.00	Non-Profit (501 c3)	\$160.00
101 to 200	\$1,500.00	Hotel (+\$6/Rm.)	\$295.00
201 +	\$2,500.00	Financial Institutions	\$500.00
		Land Development	\$750.00
		Utilities	\$750.00
		Additional Member Listings	\$50.00

	<u>WIDTH</u>	<u>HEIGHT</u>
Double Truck	17.0"	11.0"
Full Page Bleed	8.50	11.0
Full Page	7.50	10.0
3/4-Page (V)	7.50	7.50
2/3-Page (V)	4.50	10.0
1/2-Page (V)	3.375	10.0
1/2-Page (H)	7.50	4.50
1/3-Page (V)	2.25	10.0
1/4-Page (H)	7.50	2.25
1/4-Page (V)	3.375	4.50
1/6-Page (H)	3.375	3.00
1/6-Page (V)	2.25	4.50
1/8-Page	3.375	2.25

**ADVERTISING  
CONTACT INFORMATION**

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www.BizPlansInc.com

**Other Information**  
PDF files are accepted and must be in high resolution (300 dpi), CMYK processing with fonts embedded.

**Sending Files:**  
Please send all files to nbenich@bizplansinc.com

**Questions:**  
If you have any questions concerning the design or file type, please do not hesitate to contact us.

