



Dear Chamber Member,

The Greater Yakima Chamber of Commerce is a leader in finding new and exciting ways to promote business, build brand identity, and boost sales and branding for its members. We are pleased to announce the upcoming publication of our 2016-2017 Membership Directory which will include a full color Community Profile/Visitor's Guide Section, a Membership Roster and a Buyer's Guide. The Community Profile/Visitor's Guide will read like a magazine with editorial describing the vibrant Yakima Community from Economic Diversity, Healthcare, Education and so much more.

As a Chamber member you will automatically be listed in the Membership Roster and in the Buyer's Guide Section. Be sure to login to your chamber dashboard at www.yakima.org to ensure your information is correct. If you need help call Thane or Gary at the chamber at 509.248.2021.

There are additional, reasonably priced underwriting options available that would greatly benefit your business and chamber. This prestigious publication gives you the opportunity to market your company's products and services to Chamber Members, residents, and visitors and helps to underwrite the successful community building programs of your Chamber.

We are also excited to announce that every portion of this year's guide will be done in the Yakima Valley, utilizing Yakima Valley printers, writers, photographers.... Our member businesses! Gary Myhre and/or Darren Uceny (from right here at your Chamber) will be contacting you in regards to underwriting opportunities in the 2016-2017 Directory. If you are ready to discuss opportunities now, feel free to contact Gary or Darren at 509.248.2021 or gary@yakima.org or darrenu@gousaquality.com.

The Greater Yakima Chamber Directory will be published in August and will be continually distributed throughout the next twelve months to Chamber Members, local businesses, visitor centers, hotels and it will be included in relocation packages. We have also added a direct mail benefit to targeted Yakima Valley households and members, to maximize your investment. Plus a flip-book of the directory will be available on the Chamber website. The website is visited by thousands of unique visitors each month.

We hope you will take advantage of this opportunity to market your business and support the Chamber.

Sincerely,

Verlynn Best
President /CEO



2016 - 2017 Greater Yakima
Chamber of Commerce
Membership Directory
and Buyers Guide

Rate Sheet

Directory Cover • Full Color		
OUTSIDE BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER
7.5" X 10"	7.5" X 10"	7.5" X 10"
\$2,800	\$2,400	\$2,400

Community Profile / Visitors Guide • Full Color			
FULL	HALF HORIZ	QUARTER	EIGHTH
7.5" x 10"	7.5" x 4.875"	3.625" x 4.875"	3.625" x 2.3125"
\$2,100	\$1,155	\$785	\$575

Buyer's Guide			
HALF HORIZ	QUARTER	EIGHTH	BOX AD
7.5" x 4.875"	3.625" x 4.875"	3.625" x 2.3125"	1.75" x 2.375"
\$840	\$575	\$365	\$210

All ads black and white or add spot color for an additional \$55
Your Buyer's Guide Listing will be highlighted at no charge with the purchase of any ad.

Contact Gary Myhre or Darren Uceny
at 509.248.2021 or

gary@yakima.org - darrenu@gousaquality.com

Publication Date: August 2016

Artwork may be sent directly to thane@yakima.org

Deadline for purchase: June 30th



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Ad Mechanics Sheet

Full Page with Bleeds:

Image Area	7.5" x 10"
Trim	8.375" x 10.75"
Trim + Bleed.....	8.625" x 11"
Full Page (no bleed).....	7.5" x 10"
Half Horizontal	7.5" x 4.875"
Quarter Vertical.....	3.625" x 4.875"
Eighth Page.....	3.625" x 2.3125"
Box Ad	1.75" x 2.375"

Underwriting Specifications

Relocation Guide: Process 4 color, 300 dpi, 150 lpi
Buyer's Guide: Black & White or Grayscale. Spot color _____ available for an additional charge. 300 dpi, 150 lpi
Negative film not accepted. This publication is direct-to-plate.

Email artwork to thane@yakima.org

ELECTRONIC MATERIAL SUBMISSION:

Macintosh Platform, Adobe PDF, Adobe InDesign, Adobe Photoshop, Adobe Illustrator
Images should be PDF, EPS, TIFF or JPG at 300 dpi.
Please make sure full color materials are in CMYK.
Please include all fonts. (embedded in PDFs)
PDF Files must be CMYK with fonts and art embedded.

NOTE: MICROSOFT PUBLISHER OR WORD FILES ARE NOT ACCEPTED

Contact Gary Myhre or Darren Uceny
at 509.248.2021 or

gary@yakima.org - darrenu@gousaquality.com

2016-17 Greater Yakima Chamber of Commerce Directory Ad Contract

- The deadline for publication-ready artwork is June 30th, 2016. Members must also be in good-standing as of this date or they will incur the non-member rate.
- All advertising invoices will be mailed out within 10 business days upon the receipt of this signed and dated contract.
- Any cancellations or ad changes must be in writing or emailed, The Chamber of Commerce and our directory printer will accept no liability on verbal changes or cancellations.
- All art must be pre-approved by the Chamber prior to submission for printing.
- Please mail this form to GYCC, P. O. Box 1490, Yakima, WA 98907; or emailed to your chamber representative.

Today's Date: _____

Company Name: _____

Contact Name: _____

Email: _____ Direct Phone #: _____

Ad Size: _____ Color or B&W: _____

Price (according to rate chart): \$ _____ Nonmember add 15% _____

PROMO BONUS - Action Report 4 Business Card placement (1 year run) \$200: _____

Spot Color (Yes/No) add \$55: _____ Total _____

Cash: _____ Ck. #: _____

C.C. #: _____ Exp. Date: _____ 3 Digit Sec. Code: _____

Signature: _____ Position: _____

Payment must be made within 30 days of today's date.

FOR INTERNAL USE ONLY – DATE RECEIVED: _____ Chamber Rep: _____