

NORMAN  
CHAMBER  
OF COMMERCE

2011-12

ADVERTISING  
GUIDE

# 2011 MONTHLY E-JOURNAL

## WEEKLY E-MINDER

**CONTACT: 405.321.7260**  
**Lisa Allen**, Director of Member Services & Sales  
 lisa.allen@normanchamber.com

**Kyla McMoran**, Director of Communications  
 kyla.mcmoran@normanchamber.com

**Deadline for e-Journal:**

15th of each month for publication in the following month

**Deadline for e-Minder:**

Monday one week before run start date

**AD RATES**

Monthly e-Journal

**Top Leaderboard**

440 px x 80 px **\$300**

**Top Skyscraper**

140 px x 280 px **\$300**

**Calendar Leaderboard**

440 px x 80 px **\$300**

**VOM Leaderboard**

440 px x 80 px **\$250**

**Leaderboard**

440 px x 80 px **\$200**

**Skyscraper**

140 px x 280 px **\$200**

**Small Skyscraper**

140 px x 140 px **\$100**

Weekly e-Minder

2" x 2" **\$25/week**

Minimum 4 week purchase

**ARTWORK  
REQUIREMENTS**

- Digital material may be submitted in file format: JPEG only
- Resolution of at least 72 dpi

If desired, advertisers can contract simple ad design service through the Norman Chamber of Commerce for the following fees \$50 per ad

Ad cost for non-members is 50% higher than the amount shown above

**Audience:**

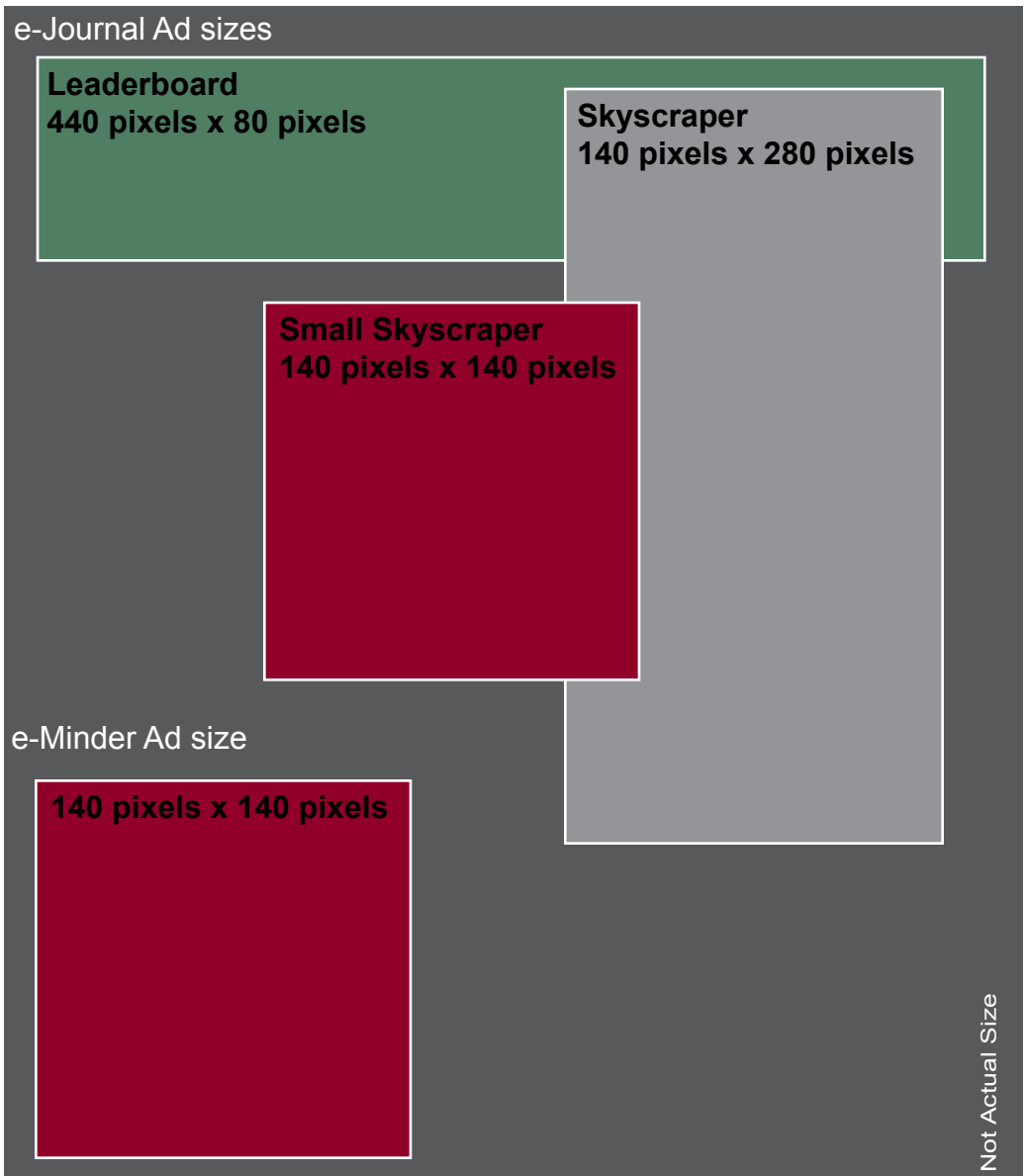
Norman Chamber Members

**Volume:**

Approximately 2,500 e-mail addresses

**Method of Distribution:**

E-mailed out to all current members



# 2012 NORMAN STREET MAP

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**Deadline for camera ready art:** November 30, 2011

**Publication date:** January 2012

**Map advertisers receive 50 maps at time of publication.**

**Audience:**

- Current Norman residents
- People moving to Norman or considering relocating to the area
- Visitors

**Volume:** 12,500 copies

**Method of Distribution:**

- Distributed through the Norman Chamber of Commerce, City of Norman, Norman Convention and Visitors Bureau, Sooner Mall Welcome Center and OU Visitors Center
- Mailed in relocation packets to prospective new Norman residents

## AD RATES

### Back Cover

4"W X 9"H \$2,300

### Inside Center Spread

8"W X 9"H \$1,425

8"W X 6"H \$1,100

4"W X 9"H \$750

4"W X 6"H \$625

4"W X 4.5"H \$525

4"W X 3"H \$400

4"W X 2.25"H \$400

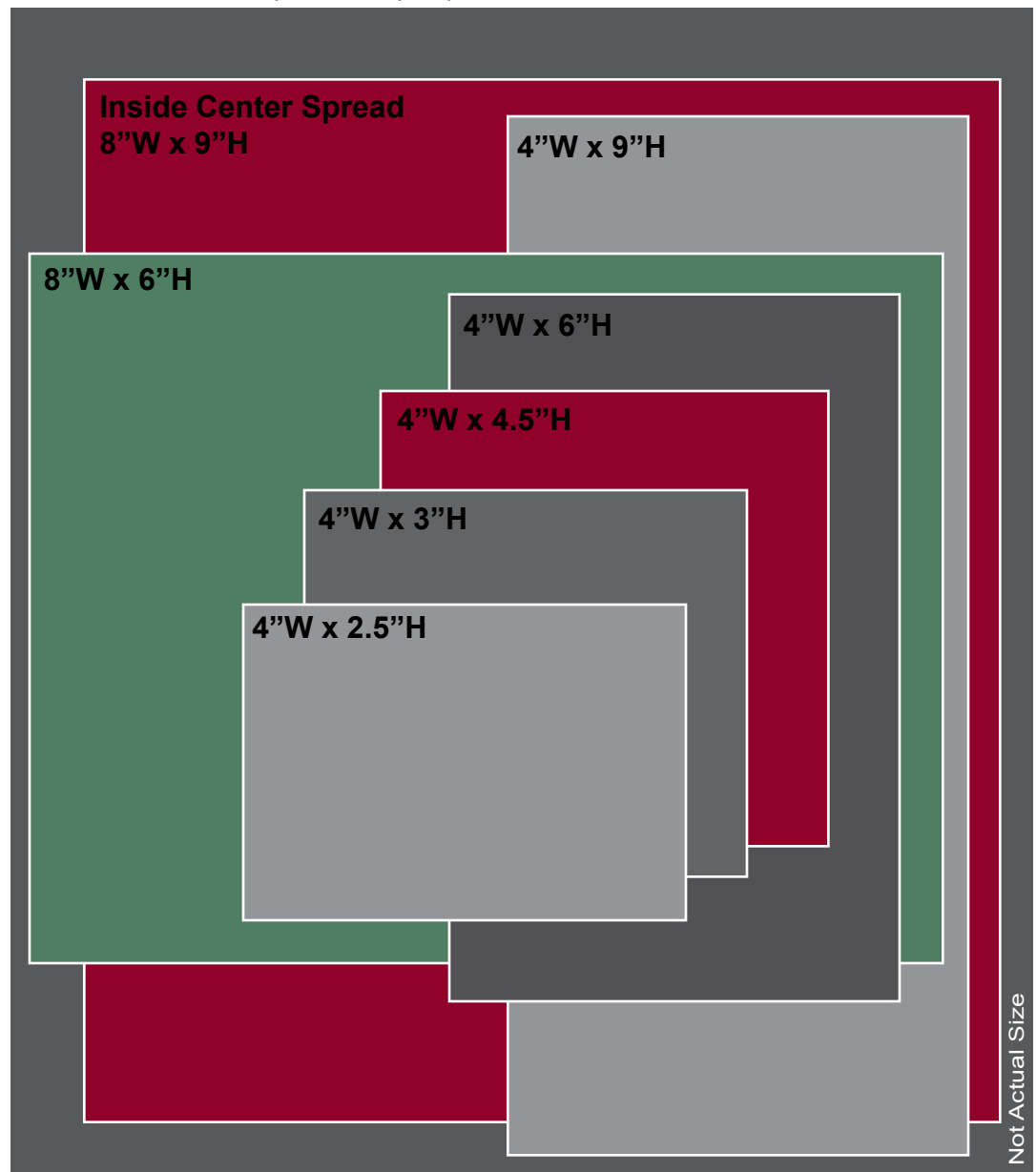
## ARTWORK REQUIREMENTS

- Digital material may be submitted in file formats: JPEG, TIFF, or EPS
- Resolution of at least 300 dpi

If desired, advertisers can contract simple ad design service through the Norman Chamber of Commerce for the following fees:

- \$50 for ads 4" x 3" or smaller
- \$100 for ads larger than 4" x 3"

Ad cost for non-members is 50% higher than the amount shown above



# 2011 NORMAN INTERACTIVE MAP

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**Kyla McMoran**, Director of Communications  
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## Audience:

- Current Norman residents
- People moving to Norman or considering relocating to the area
- Visitors
- Current members

## AD RATES

### Large Ad

5"W X 5"H      \$750

### Small Ad

5"W X 2.5"H      \$500

### Additional Branches

\$100 per location

## ARTWORK REQUIREMENTS

- Digital material may be submitted in file formats:  
JPEG, TIFF, or EPS
- Resolution of at least 300 dpi

If desired, advertisers can contract simple ad design service through the Norman Chamber of Commerce for the following fees:

- \$50 for small ad
- \$100 for large ad

Ad cost for non-members is 50% higher than the amount shown above

**Large Ad**  
5"W x 5"H

**Small ad**  
5"W x 2.5"H

When submitting your ad please include:

- Ad Artwork
- Contact info (Business Name, Phone, Fax & Website)
- Business Category
- Logo as a separate file

# 2011 NORMAN CHAMBER WEB SITE

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Kyla McMoran, Director of Communications  
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560 x 100 pixels

Not Actual Size

## AUDIENCE:

- Current Norman residents
- People moving to Norman or considering relocating to the area
- Visitors
- Current members

## AD RATES (ANNUAL PRICES)

### Level 1: \$3,000

- Home Page
- Secondary Page
- Third Level Page

### Level 2: \$1,500

- Secondary Page
- Third Level Page

### Level 3: \$750

- Third Level Page

## ARTWORK REQUIREMENTS

- Digital material may be submitted in file formats: JPEG, TIFF, or EPS
- Resolution of at least 72 dpi
- RGB color
- **Deadline for camera ready art:** NONE  
(can be bought year-round)

- If desired, advertisers can contract simple ad design service through the Norman Chamber of Commerce for the following fee: \$100
- Ad cost for non-members is 50% higher than the amount shown above

# 2011 PUBLICATIONS ADVERTISING CONTRACT

This advertising contract is entered into between the undersigned Advertiser and the Norman Chamber of Commerce (the "Publisher"). The Advertiser hereby agrees to purchase the following space(s) from the Publisher. The Publisher hereby agrees to publish such advertising for Advertiser on the following terms, conditions and basis:

Advertiser will furnish advertisements "Camera Ready"—black ink or four color (depending on publication) on laser quality white paper or as an EPS, JPEG, or TIFF file—and in form and content acceptable to Publisher by specified deadline for each publication.

If Advertiser desires assistance in preparing a simple ad, the Publisher's graphic designer will provide such services. Advertiser will be contacted to arrange to receive the services desired. Advertiser will furnish all artwork and photos "Camera Ready." Fees for these services vary with the size of the ad being designed and are set forth on the individual pages describing each publication.

Publisher charges and collects state and city sales tax totaling 8.25%, as required by the Oklahoma State Tax Code, on advertisements in these non-periodical publications.

Publisher assumes no liability for loss of or damage to printing material supplied by Advertiser. Changes or corrections cannot be made from material received after publication deadline(s).

The Advertiser and/or its agency agrees to indemnify and hold the Publisher harmless against all claims and costs of any nature arising from or relating to the unauthorized use of names or pictures of persons or copyright and/or trademark infringement in advertisements.

This contract sets forth the entire agreement and no changes shall be of any force or effect unless in writing and signed by both parties. This contract is subject to cancellation by either party up to 60 days before date of first scheduled publication, but not after that date.

The person signing this contract warrants that he/she is an authorized agent of the Advertiser, and he/she guarantees payment for all advertising and cost specified.

If, for any reason, any ad is not published, Publisher's liability to Advertiser is limited to any amount(s) actually paid by Advertiser to Publisher.

The original contract will be retained by the Publisher and a copy will be provided to the Advertiser.

Publication: \_\_\_\_\_ Ad Deadline: \_\_\_\_\_

Ad space or size: \_\_\_\_\_

Ad cost: \_\_\_\_\_

\_\_\_\_\_ Will furnish camera ready art

Sales tax 8.25%: \_\_\_\_\_

\_\_\_\_\_ Will require ad design services

Ad design fee: \_\_\_\_\_

Publication total: \_\_\_\_\_

Advertiser: \_\_\_\_\_ Publisher: Norman Chamber of Commerce

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone number: \_\_\_\_\_

By: \_\_\_\_\_

(Signature)

Make checks payable to Norman Chamber of Commerce and mail **payment** and **contract** to:

\_\_\_\_\_  
(Printed name)

**Norman Chamber of Commerce**

P.O. Box 982

Norman, OK 73070

c/o Lisa Allen

Date: \_\_\_\_\_