

# Alliance

publishing group

## ad sizes and rates

Size	Non-Bleed	Bleed	B & W (members)	B & W (non-members)	Color (members)	Color (non-members)	Production Cost*
<b>2 Page Spread</b>	7 x 20	16.75 x 11.125	NA	NA	\$3,495	\$4,020	\$150
<b>Full Page</b>	7 x 10	8.375 x 11.125	\$1,995	\$2,295	\$2,395	\$2,755	\$125
<b>2/3 Page</b>	4.625 x 10	NA	\$1,695	\$1,950	\$1,995	\$2,295	\$75
<b>1/2 Page Horizontal</b>	7 x 4.875	NA	\$1,195	\$1,375	\$1,495	\$1,720	\$75
<b>1/2 Page Vertical</b>	4.625 x 7.5	NA	\$1,195	\$1,375	\$1,495	\$1,720	\$75
<b>1/3 Page Square</b>	4.625 x 4.875	NA	\$725	\$834	\$1,095	\$1,260	\$50
<b>1/3 Page Vertical</b>	2.125 x 10	NA	\$725	\$834	\$1,095	\$1,260	\$50
<b>1/6 Page Vertical</b>	2.125 x 4.875	NA	\$425	\$488	\$750	\$862	\$35
<b>1/6 Page Horizontal</b>	4.625 x 2.25	NA	\$425	\$488	\$750	\$862	\$35
<b>Business Card</b>	3.25 x 1.75	NA	\$250	\$288	\$450	\$517	\$25

magazine trim size is 8.125 x 10.875

\*ad production cost does not include the additional \$50 fee for ad photography

### premium positions (full page 4-color)

	Member	Non-Member
<b>Back Cover</b>	\$3,500	\$3,995
<b>Inside Front Cover or P3</b>	\$3,250	\$3,700
<b>Opp TOC</b>	\$3,150	\$3,595
<b>Inside Back Cover</b>	\$3,150	\$3,595

No discounts available on premium positions.

### digital file submission required

**acceptable file format:** high resolution .PDF, .TIF, or .JPG.  
All images must be 300 dpi or greater.  
(web images will not be accepted)

**acceptable media:** CD. A proof from the disk must be submitted with the ad. Alliance Publishing is not responsible for errors on ads not accompanied by a proof.

### payment terms

All rates are net.  
Payment terms: 50% payment with contract required.  
Remaining balance due upon publication (net 30 days from invoice)  
**All checks made payable to Alliance Publishing Group**  
P.O. Box 190405 · Birmingham, AL 35219

### Lisa Christopher

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Membership & Marketing Consultant  
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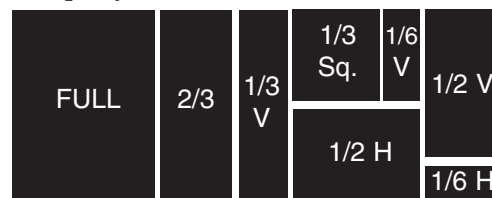
Join Vestavia Hills Chamber by April 30, 2010 to be included in the publication's categorical and alphabetical directories

### deadlines

<b>Early Bird**</b>	March 12, 2010
<b>Space Reservation</b>	April 23, 2010
<b>Advertising Copy</b>	April 30, 2010
<b>Publishing Date</b>	June 28, 2010

\*\*10% Early Bird discount for members who reserve space and pay in full by March 12.

### display ad sizes



Please send all ads to:  
**Alliance Publishing Group**  
438 Carr Ave. Suite 6  
Birmingham, AL 35209

### Ad Production Information

Greg Waters, Ad Production  
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Phone: 205.218.6900

2010 vestavia hills living ad rates