

You won't want to miss this opportunity to be part of the the only directory you'll need for choosing where to shop and do business!

ABOUT THE GUIDE & DIRECTORY

Published by the Greater Bakersfield Chamber of Commerce and distributed at the beginning of 2011, the BAKERSFIELD GUIDE & BUSINESS DIRECTORY is a quick-reference community guide and business resource. With detailed listings of the Chamber's 1,450-plus members in Alphabetical and Classified Directory sections, it's *the* business phone book you'll need for choosing where to shop and do business in 2011. Listings include:

- Key contacts at each company
- Mailing and location addresses
- Web site addresses
- Telephone numbers
- Business Categories

The BAKERSFIELD GUIDE AND BUSINESS DIRECTORY contains information on business and industry, education, housing, transportation, arts and culture, as well as fast facts, demographics and economic indicators.

SPACE RESERVATIONS

RESERVATION DEADLINE: Nov. 12, 2010

- To reserve ad space, complete the Ad Contract on reverse side and return by fax to 661-327-8751 or mail to the GBCC, ATTN: Spencer Schluter, PO Box 1947, Bakersfield, CA 93303.
- To reserve by phone or if you have any questions, please call Spencer at 661-327-4421 or email sschluter@bakersfieldchamber.org. Priority ad placement is given on a first-come, first-served basis, so reserve early!

PAYMENT

Please pay 50% or pay in full at the time of your space reservation. Any balance will be due upon receipt of your final ad proof. Credit card payments are accepted.

DISTRIBUTION

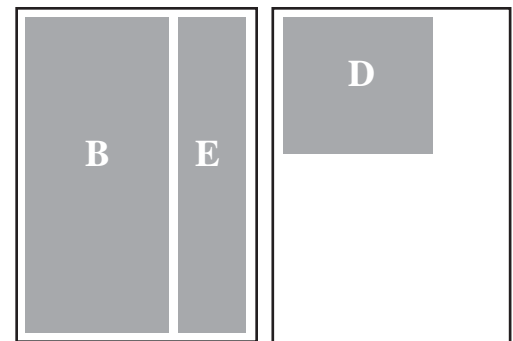
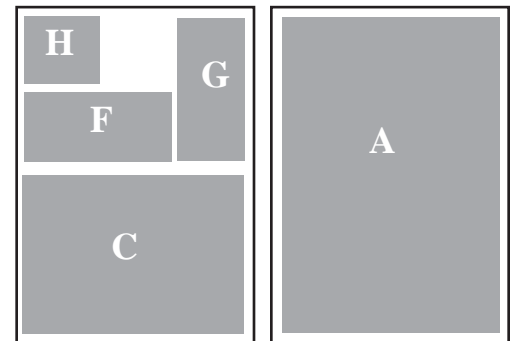
- Year-long Distribution includes:
 - 2,600+ Chamber member businesses and company representatives;
 - New, prospective and existing businesses, residents and visitors.
 - Business and industry prospects considering relocation to Bakersfield.

ARTWORK

ARTWORK DEADLINE: Nov. 12, 2010

- Camera-ready artwork must be provided by Advertiser in **digital form**. A **hard copy must accompany all submissions**. Files may be submitted on disk or via e-mail to sschluter@bakersfieldchamber.org in .tif, .eps or .pdf file formats (preferred).
- Graphic design services are available for a \$50 set-up fee. Additional fees apply for color ads. Call 661-327-4421 for custom rates. Advertiser must provide specific instructions for ad content, including ad copy, camera-ready logos and any artwork to be used.

- If artwork or instructions/ad copy is not received by the artwork deadline, the Chamber will typeset company name, address and phone number to fill contracted space.



2011 DIRECTORY AD RATES & SIZES (width x height)

Size/Space Placement Options:	Black Ink Business Directory Section	Color (spot or full) Front Guide Section	Ad Size W x H
_____ Inside Front Cover	N/A	\$ 2,200 A	7-1/4" x 9-3/4"
_____ Full Page	\$1,240	\$ 1,675 A	7-1/4" x 9-3/4"
_____ 2/3 Page (vertical)	\$1,070	\$ 1,355 B	4-7/8" x 9-3/4"
_____ 1/2 Page (horizontal)	\$ 895	\$ 1,125 C	7-1/4" x 4-3/4"
_____ 1/3 Page (square)	\$ 725	\$ 950 D	4-7/8" x 4-7/8"
_____ 1/3 Page (vertical)	\$ 725	\$ 950 E	2-3/8" x 9-3/4"
_____ 1/6 Page (horizontal)	\$ 395	\$ 595 F	4-7/8" x 2-1/4"
_____ 1/6 Page (vertical)	\$ 395	\$ 595 G	2-1/4" x 4-7/8"
_____ 1/12 Page	\$ 275	\$ 415 H	2-3/8" x 2-3/8"

- Reserve your ad now to:
- INCREASE YOUR SALES AND PROFITABILITY.
 - PROMOTE YOUR BUSINESS IMAGE AND CORPORATE IDENTITY.
 - SHOW YOUR BUSINESS LEADERSHIP AND CHAMBER SUPPORT.

BAKERSFIELD GUIDE & BUSINESS DIRECTORY - 2011 EDITION

GREATER BAKERSFIELD CHAMBER OF COMMERCE, PO Box 1947, Bakersfield, CA 93303
 Contact: Spencer Schluter, sschluter@bakersfieldchamber.org • 661-327-4421 • Fax 661-327-8751

ADVERTISING CONTRACT

ADVERTISER

Business: _____

Contact: _____

Address: _____

City/State/Zip _____

Phone: _____ Fax: _____

Email: _____

TERMS

1. This contract is made with the named business (Advertiser) and the Greater Bakersfield Chamber of Commerce (GBCC/Publisher). Change of ownership or management will not alter or dissolve contract obligations. **GBCC membership must be in good standing.**
2. Failure to acknowledge or return advertising proof will not alter contract payment terms or obligations. If art is not received by the specified deadline, the Publisher will produce an ad comprised of company name, address and phone number to fill the contracted space. Any extension of the art submission deadline must be obtained from the Publisher. Call 661-327-4421.
3. **There is a set-up fee of \$50 for ad design services and for revised repeat ads requiring graphic design services. Additional charges apply for color ads. There is no set-up fee when camera-ready artwork is provided.**
4. **Half of the ad cost is due at the time the advertising order is placed. The balance shall be due upon receipt of final ad proof.**
5. The terms and conditions of this contract include the required mechanical specifications of advertisements. Camera-ready artwork must be provided by Advertiser in **digital form. A hard copy must accompany all submissions. Files may be submitted on disk or via e-mail to sschluter@bakersfieldchamber.org in .tif, .eps or .pdf file formats (preferred).**

2011 DIRECTORY AD RATES & SIZES

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_____ 2/3 Page (vert)	\$1,070	\$ 1,355	4-7/8" x 9-3/4"
_____ 1/2 Page (hor)	\$ 895	\$ 1,125	7-1/4" x 4-3/4"
_____ 1/3 Page (square)	\$ 725	\$ 950	4-7/8" x 4-7/8"
_____ 1/3 Page (vert)	\$ 725	\$ 950	2-3/8" x 9-3/4"
_____ 1/6 Page (hor)	\$ 395	\$ 595	4-7/8" x 2-1/4"
_____ 1/6 Page (vert)	\$ 395	\$ 595	2-1/4" x 4-7/8"
_____ 1/12 Page	\$ 275	\$ 415	2-3/8" x 2-3/8"

See reverse for ad size diagram. There is a \$50 set-up fee for ads requiring graphic design services (black/white ads only). Additional fees apply for color ads.

AUTHORIZATION

I have read and understand the contract and have full authority to sign for this advertisement order.

Signature: _____

Print Name: _____

Date: _____

ADVERTISER PAYMENT

Ad Cost _____

Ad Set-up Fee b/w (\$50) _____

Ad Set-up Fee color (as negotiated) _____

TOTAL DUE \$ _____

PLEASE PAY 50% OR PAY IN FULL at the time the ad space is reserved with a credit card or check payable to the GBCC.

Credit Card: Master Card Visa

Card # _____

Expiration Date _____ Amt. \$ _____

Print Name on Card _____

Billing Address/Zip _____

Signature _____

ADVERTISEMENT ORDER

Ad Size: _____

Placement: Business Directory (black/white) _____

Front Community Guide (color) _____

Camera-ready artwork enclosed Yes _____ No _____

Artwork to follow on (date) _____ (Deadline: Nov. 12, 2010)

Instructions _____

DEADLINE: RESERVATIONS AND AD ARTWORK NOVEMBER 12, 2010

Ad placement is first-come, first-served. **RESERVE EARLY!**

Full color ad placements in prime locations fill quickly. Please call first to verify availability.

PAYMENT RECORD (FOR INTERNAL USE ONLY)

50% w/order Date _____ Ck # _____ Amt. \$ _____

Balance Paid: Date _____ Ck # _____ Amt. \$ _____

Notes: _____