

# Advertise in the Pasadena Chamber of Commerce Business Directory, Visitor & Community Guide

Your business can reach thousands of new customers throughout the year. Your advertisement in the Pasadena Business Directory, Community & Visitor Guide makes a solid statement about you and your company to important potential customers as well as your loyal clientele.

- 7,000 Business Directories printed and distributed
- 8,000 Community and Visitor Guides printed and distributed



## Pasadena Business Directory, Community and Visitor Guide

### *Special Features:*

- Online version with direct link to your website

### Special sections on:

- Housing & real estate
- Accommodations & travel
- Professional businesses
- Annual community events
- Recreation & entertainment
- Frequently requested statistics & information
- Green businesses
- Dining Guide (listings by cuisine in front of book)

### *Year-Long Distribution:*

- Tournament of Roses and New Year events
- Pasadena Visitors and Convention Bureau
- City of Pasadena
- Real estate offices
- Banks
- Schools
- Hotels
- Professional offices
- Businesses and families considering relocation



*Contact the Pasadena Chamber to reserve your space!*

*Call Kelly Shearer (626) 795-3355 (Chamber)*

*Email: [Kelly@pasadena-chamber.org](mailto:Kelly@pasadena-chamber.org).*

# Pasadena Chamber of Commerce Business Directory, Community and Visitor Guide

**SPECIAL EARLY BIRD RATE-10% DISCOUNT IF YOU RESERVE YOUR SPACE BEFORE AUGUST 31, 2015**

## COVER/PRIME POSITIONS

Outside Back Cover .....	\$4,675
Inside Front Cover .....	\$4,525
Inside Back Cover.....	\$3,995
Page One & Two.....	\$4,525
Full Page 2-5.....	\$3,725
Full Page Facing Table of Contents.	\$4,215

## Editorial Section

1/3 Page .....	\$2,095
1/2 Page .....	\$2,930
2/3 page .....	\$3,285
Full Page.....	\$3,495

## Classified (Directory Listing) Section

1/12 page.....	\$495
1/6 Page .....	\$755
1/4 Page .....	\$990
1/3 Page .....	\$1,215
1/2 Page .....	\$1,865
2/3 Page .....	\$2,225
Full Page .....	\$2,775

## Listing Enhancement

<b>BOLD FACE</b> Listing (each) .....	\$149
Box Listing (Without Logo).....	\$279
Super-Box Listing (With Artwork).....	\$379

## Special Sections

- Health Care
- Business & Economic Development
- Innovation
- Professional Services
- Shopping
- Accommodations
- Green Businesses
- Education

1/6 Page.....\$985

*Editorial Copy-50 Words*

1/4 Page.....\$1,285

*Editorial Copy-75 Words*

1/3 Page.....\$1,745

*Editorial Copy-100 Words*

1/2 Page.....\$2,325

*Editorial Copy-125 Words*

2/3 Page.....\$3,045

*Editorial Copy-150*

Full Page.....\$3,255

*Editorial Copy-200 Words*

### • Dining Guide

Medium.....\$715

*Editorial Copy 100 Words-Ad Copy 40 Words*

Large.....\$1090

*Editorial Copy-150 Words-Ad Copy 60 Words*

Full Page.....\$2,225

*Editorial Copy-150 Words*



## Distribution:

- 7,000 Directories
- 8,000 Community and Visitor Guides

To Chamber members and businesses throughout the greater Pasadena area. Includes bulk distribution to hotels, banks, realtors, libraries, the Pasadena Convention and Visitor Bureau, Burbank Bob Hope Airport and more.

Directories and Community and Visitor Guides are also distributed at the Chamber office to visitors and other interested persons.

## Payment Plans:

**Net 30 days after invoice, or 50% deposit, balance due on approval of ad proof.**

**We accept cash, checks, Visa and MasterCard.**

**You can also pay online at [www.pasadena-chamber.org](http://www.pasadena-chamber.org).**

DISPLAY ADVERTISING SIZES	BOOK TRIM SIZE: 8 1/4" X 10 3/4"	
<b>Size</b>	<b>Width</b>	<b>Height</b>
Full Page		
non-bleed live area	7 1/4"	9 3/4"
bleed live area	7 3/4"	10 1/4"
bleed size	8 3/4"	11 1/4"
2/3 Page	4 3/4"	9 3/4"
1/2 Page vertical	4 3/4"	7 1/4"
horizontal	7 1/4"	4 3/4"
1/3 Page vertical	2 1/4"	9 3/4"
square	4 3/4"	4 3/4"
1/4 Page horizontal	7 1/4"	2 1/4"
1/6 Page vertical	2 1/4"	4 3/4"
horizontal	4 3/4"	2 1/4"
1/12 Page Square	2 1/4"	2 1/4"

Full page

1/2 page horizontal

1/2 page vertical

2/3 page vertical

1/3 page vertical

1/3 page square

1/6 page vertical

1/4 page horizontal

1/6 page horizontal

1/12 page square

For advertising information and to reserve your space contact  
Kelly Shearer at the Pasadena Chamber of Commerce  
(626) 795-3355  
Email: [kelly@pasadena-chamber.org](mailto:kelly@pasadena-chamber.org)