

Reach them **before** they arrive.

'Burg Life

Reaches Relocating Companies & Individuals



St. Petersburg's Official **Visitors Guide**

Reaches Tourists and Area Visitors



PUBLICATIONS OF THE ST. PETERSBURG AREA CHAMBER OF COMMERCE

www.stpete.com

Published By KnowHowe



St. Petersburg's Official Visitors Guide

St. Petersburg, FL / Pinellas County • Publishes Sept 2015

Get your company name in front of thousands of visitors to the Sunshine City! Opportunities like this come along only once a year... don't miss out on this great opportunity to spread your message.

Our unique distribution gets your ad in front of over 200,000 potential customers via 80,000 printed publications and online (www.stpete.com) to an unlimited number of visitors. We average over 10,000 unique visits each month. And, as an advertiser, you'll receive a lead list that contains the name, address and email of each inquiry, PRIOR TO THEIR ARRIVAL! Be a part of the BEST Bay Area on-line Visitors Guide!

Distribution:

- > 5 State Welcome Centers
- > Mailed to ALL visitor inquiries FREE of charge
- > Every convention/reunion/destination wedding request
- > Industry partners
- > National AAA Auto Clubs
- > Bay Area Concierge Association
- > Central Florida Concierge Association
- > St. Petersburg Area Chamber of Commerce Welcome Center

Advertising Rates:

Chamber Members save 15%! Members who advertise in the Visitors Guide AND BurgLife save 20%!
Non-Members who advertise in the Visitors Guide AND BurgLife save 15%

Ad Placement (best available*)	Rates
Full Page	\$4,475
Half Page	\$2,525
One-quarter Page	\$1,050

Premium Positions	Rates
Inside Front Cover	\$5,950
Page One	\$6,250
Inside Back Cover	\$5,075
Back Cover	\$6,400

Deadlines

Space Reservations: June 26, 2015
Press-Ready Ads: July 24, 2015

*Guaranteed placement is subject to a 15% surcharge

> Reserve Your Space Today!

Nolan Finn
Advertising Sales
NFin@stpete.com / 727.565.8078

Contact

Karen Rupp
Advertising Sales
KRupp@stpete.com / 727.200.1708

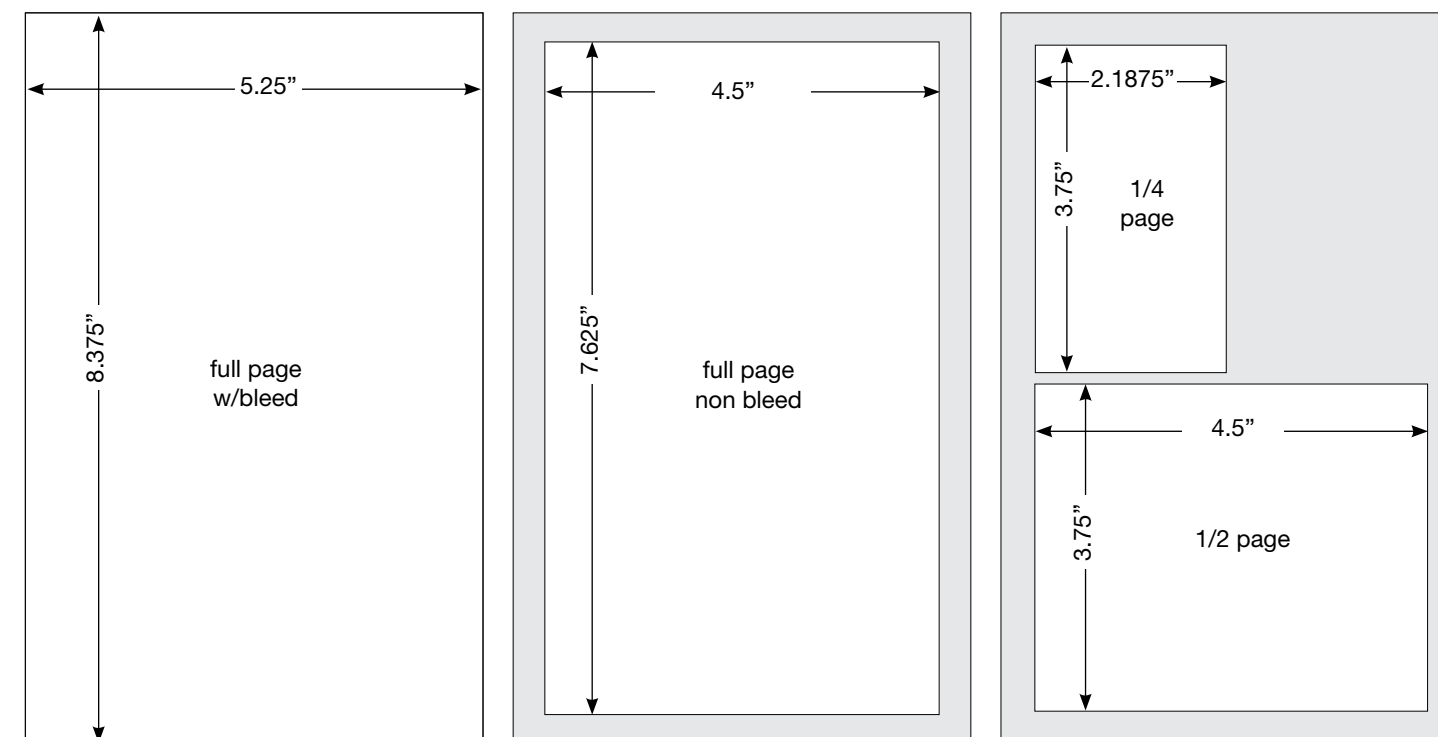
>Visitors Guide Mechanical Dimensions

Full Page (non-bleed)	4-1/2 x 7-5/8
Full Page (bleed)	
Bleed size	5-1/2 x 8-5/8
Trim size	5-1/4 x 8-3/8
Maximum live area	4-1/2 x 7-5/8
Half-page (horizontal, non-bleed)	4-1/2 x 3-3/4
One-quarter (vertical, non-bleed)	2-3/16 x 3-3/4

Production Charges

Advertising rates are for space reservation only and are based upon receipt of press-ready ad files.

If you require assistance preparing your ad, the Chamber has access to full production facilities. Please reference the Ad Submission page for additional information about production services and fees.





St. Petersburg, FL / Pinellas County; Publishes: April 2015

BurgLife is an annual lifestyle-oriented relocation guide targeting individuals and companies looking to relocate to the greater St. Petersburg area. It is THE indispensable go-to guide for anyone looking to make their home in greater St. Petersburg / Pinellas County.

Content

Our consumer-friendly targeted content covers:

- > Business and industry
 - > Top employers
- > Education & Healthcare
 - > Lifestyle & Entertainment
- > Housing
 - > Handy Reference Guide

Reach Them First / Draw Them In

Seize this unique opportunity to showcase your company to potential customers BEFORE they arrive, or use it as an indispensable recruitment tool to help lure top talent. In either case, you'll want to be represented in 'BurgLife! BurgLife is sent out to relocation prospects via numerous avenues, including:

- > The St. Petersburg Area Chamber Of Commerce
 - > Economic Development Offices
 - > Major Employers
- > Banks
 - > Real Estate Agencies
 - > Relocation Specialists

In addition, BurgLife is available to view online in a digital format, and will also be made available locally via concierge desks at strategic hotels and extended-stay suites. with **12,000 printed copies and unlimited digital viewing**, your ad will be seen over and over again. Don't miss out!

Advertising Rates:

Chamber Members save 15%! Members who advertise in BurgLife AND the Visitors Guide save 20%!

Non-Members who advertise in BurgLife AND the Visitors Guide save 15%

Ad Placement (best available*)	Rates	Premium Positions	Rates
Full Page	\$4,925	Inside Front Cover	\$6,550
Half Page	\$2,775	Page One	\$6,875
One-third Page	\$1,625	Inside Back Cover	\$5,575
One-quarter Page	\$1,500	Back Cover	\$6,875

Deadlines	
Space Reservations:	Feb. 12, 2015
Press-Ready Ads:	March 11, 2015

*Guaranteed placement is subject to a 15% surcharge

> Reserve Your Space Today!

Nolan Finn
 Advertising Sales
 NFin@stpete.com / 727.565.8078

Karen Rupp
 Advertising Sales
 KRupp@stpete.com / 727.200.1708

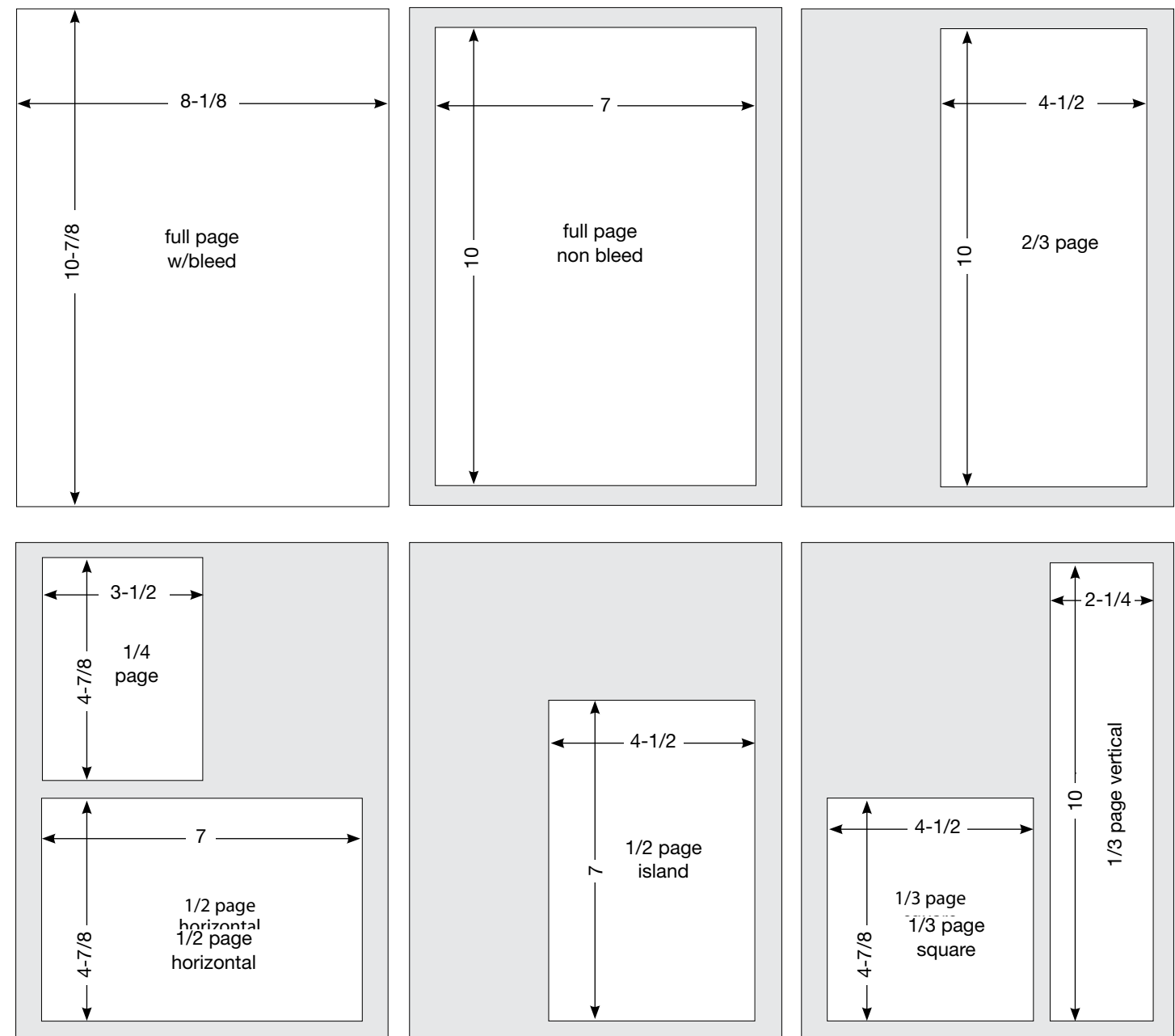
>BurgLife Mechanical Dimensions

Full Page (non-bleed)	7 x 10
Full Page (bleed)	
Bleed size	8-3/8 x 11-1/8
Trim size	8-1/8 x 10-7/8
Maximum live area	7 x 10
Two-thirds (vertical)	4 1/2 x 10
Half-page Island	4 1/2 x 7
Half-page Horizontal (non-bleed)	7 x 4-7/8
One-third (vertical)	2 1/4 x 10
One-third (square)	4 1/2 x 4-7/8
One-quarter (vertical)	3 1/2 x 4-7/8

Production Charges

Advertising rates are for space reservation only and are based upon receipt of press-ready ad files.

If you require assistance preparing your ad, the Chamber has access to full production facilities. Please reference the Ad Submission page for additional information about production services and fees.



>File Requirements

File types accepted (in order of preference):

PDF (PDF/x-1a strongly recommended)

NOTE – PDF files may be produced from Photoshop, Illustrator, InDesign or QuarkXPress with these conditions met:

Fonts and images must be embedded.

Files containing photographs must be originally created and saved at a resolution of 300 dpi.

tif or jpeg

Minimum 300 dpi at full size. Files containing only text or vector artwork should be saved at 600 dpi at full size.

File Names

To ensure proper placement, all file names must include the name of the company placing the ad.

Example: SmithToursVisitors.pdf, GetawayHotel.pdf, etc.

All ad files

Must be 100% of final size.

Must be CMYK or grayscale.

Must be less than 8mb in size.

Full-page ads that bleed must include crop marks.

Fractional page and full-page non-bleed ads should have no crop marks or other printer's marks.

Do not reduce or enlarge art or picture size in ad file more than 25% - resize in original file.

No native file formats will be accepted. We CANNOT ACCEPT ads created in Microsoft Publisher, PowerPoint, Excel, Word, or webpage programs.

Files downloaded from a Web site probably do not have the necessary resolution of 300 dpi.

>Design Services

If you do not have access to software that can create an ad in one of the above formats, design assistance is available at a rate of \$60.00 per hour. Please submit photos and text in electronic format along with your ad ideas. We will be happy to prepare your ad and send you a proof for approval. Please ask your advertising representative for more information about these services.

>Additional Fees

Should your submitted file require modification to meet ad specifications, it may be subject to production charges. Any additional production time (ad not sized to specifications, improperly formatted or corrupt files) will be billed at \$60.00 per hour in 15 minute increments. You will be contacted before any additional charges are incurred. Preflight production (checking files, ad placement) is included in the cost of your ad.

>Submit Files

Files may be e-mailed to publisher Nancy Howe at nancy@knowhowe.biz