

**COLOMA LOTUS CHAMBER OF COMMERCE**  
**PRESENTS THE SEVENTH EDITION OF THE**  
**COLOMA-LOTUS GUIDE!**

**FOR ADVERTISING INFORMATION, EMAIL:**

**Sara Schwartz Kendall at:** [Coordinator@colomalotus.com](mailto:Coordinator@colomalotus.com)  
 or call (530) 333-1543.



Be part of our full-color, newspaper-sized, multi-page visitors' guide! We plan to have 15,000 to 20,000 papers, printed on high-quality, uncoated paper, in and around the Coloma-Lotus Valley, Placerville, and points beyond in early spring. We'll be resupplying key points throughout the summer and into the fall/winter season. The paper features articles on business and history in the valley as well as a directory of Chamber of Commerce members. A map in the centerfold shows locations of many of the businesses. We border the map with business-card-sized ads. You may either supply your ad camera-ready, or work with Betty Sederquist (530) 626-0985, designer. Ad deadline is **December 22**, but book your ad by **November 30** for a 10% early-bird discount. CLCC members (Standard category) are eligible for an additional 10% discount, and

CLCC members (Premium category) can receive an additional 20% discount. Basic membership receives no additional discount. All ads are subject to approval by the Coloma-Lotus Chamber of Commerce. Please make your check payable to the Coloma-Lotus Chamber of Commerce.

*1/4 page 4.75" x 7.25"*

*1/8 page 4.75" x 3.6"*

**Ad Sizes & Rates:**

Full Page 10" wide x 15" tall:	\$800
Half Page 10" wide x 7.25" tall:	\$600
Quarter Page 4.75" wide x 7.25" tall:	\$400
Eighth Page 4.75" wide x 3.6" tall:	\$250
Map Page/Business Card Size 3.3 x 2"	\$175

*Map Page/Business Card Size 3.3" x 2"*

# COLOMA-LOTUS GUIDE

## AD SPECIFICATIONS

*THANK YOU FOR CHOOSING  
TO SHOWCASE YOUR BUSINESS  
IN THE COLOMA-LOTUS GUIDE.*

Please snail-mail or email your artwork to:  
Betty Sederquist, P. O. Box 797, Lotus CA 95651 or  
call her at (530) 626-0985 to arrange for free pickup  
if you're located in the Coloma-Lotus area. If file  
sizes are less than ten megabytes, you can email your  
ad to: [betty@sederquist.com](mailto:betty@sederquist.com)  
*You can prepare your ad in any of several ways.*



## ☞ CAMERA-READY ☞

- (a) *As a printout.* Use the highest quality available to you. We can scan business cards, but keep in mind that unusual textured or colored paper stocks can mean a reduction in quality.
- (b) *On disc.* Any of the following software formats are acceptable: Adobe Photoshop, Adobe Illustrator, Macromedia Freehand, Adobe Pagemaker or Adobe InDesign. However, a high-quality Adobe Acrobat file (.pdf) is the easiest format to work with. Microsoft Front Page and Word are not acceptable. Photos and other artwork should be at a resolution of 300 dpi. For programs other than Acrobat, please also supply any necessary fonts (both printer and screen fonts). If you mail your artwork, please send a CD. Also enclose a hard-copy proof to ensure that there are no missing parts of the ad. Keep in mind that we work on a Macintosh computer platform.
- (c) *Email.* You may email the ad, as long as size is below 10 megabytes. For anything larger, set up an account with [www.yousendit.com](http://www.yousendit.com) or other such service. Above formats apply.

## ☞ WE DESIGN THE AD FOR YOU ☞

If you have existing art or a logo that you would like to use in your ad, please supply this. If you have some idea of how your ad would like to look, a rough pencil sketch is adequate. If not, we can make it work for you with our many design resources available. You will receive a proof, which you must approve in writing or via email. Hourly fee is \$50. As far as time estimates go, figure that smaller ads usually take less than an hour to produce, while half-page and full-page ads take longer because of their greater complexity.

## ☞ AD SIZES ☞

Full Page: 10" wide x 15" tall:  
Half Page 10" wide x 7.25" tall:  
Quarter Page 4.75" wide x 7.25" tall:  
Eighth Page 4.75" wide x 3.6" tall:  
Map Page (center portion surrounding map) 3.3" wide by 2" tall, which is standard business card size.

# THE COLOMA-LOTUS GUIDE

A PUBLICATION OF THE  
COLOMA LOTUS CHAMBER OF COMMERCE

FOR MORE INFORMATION:

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or call (530) 333-1543.



\_\_\_\_\_ is purchasing an ad in the 2011 edition of *The Coloma-Lotus Guide*

\_\_\_\_\_  
*Name of business*

Ad Size (Mechanical Measurements): \_\_\_\_\_

Ad Price (Payment must accompany order): \_\_\_\_\_

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

Business Address: \_\_\_\_\_  
*Street*

\_\_\_\_\_  
*City/State/Zip*

Telephone: \_\_\_\_\_

Individual authorizing ad: \_\_\_\_\_  
*Please print*

Signature \_\_\_\_\_

Date \_\_\_\_\_

Publisher reserves the right to insert the word "ADVERTISEMENT" on ads that simulate editorial copy. *The Coloma-Lotus Guide's* liability for an error shall not exceed cost of space occupied by the error, and *The Coloma-Lotus Guide* is responsible only when the error is an oversight of *The Coloma-Lotus Guide*. In no case shall the publisher be liable for any general, special or consequential damages. Advertiser agrees to protect, indemnify and hold harmless *The Coloma-Lotus Guide*, its officers, employees and independent contractors, against any and all liability, loss or expense, including attorney's fees, arising from claims of unfair trade practices, infringement or trademarks, trade names or patents, violation of rights of privacy and infringement of copyright and proprietary rights, unfair competition and libel and slander, which may result from the publication of any advertisement in *The Coloma-Lotus Guide* by Advertiser, including advertisement in any free distribution publications published by *The Coloma-Lotus Guide*. *The Coloma-Lotus Guide* will not be liable for non-insertion of any advertisement beyond the amount prepaid for such advertisement. All claims for adjustments must be made within 30 days of the publishing date of the ad in question.

#### GENERAL RATE POLICY:

Payment must accompany order. Make checks payable to: Coloma Lotus Chamber of Commerce. Mailing address: P. O. Box 608, Coloma, CA 95613

#### TERMS AND CONDITIONS:

Publisher reserves the right to refuse or edit any advertisement.

CLOSING TIME: Postmarked December 22, 2010 (early-bird discount: postmarked November 30, 2010)

PUBLISHER/*The Coloma-Lotus Guide*: Publisher/*The Coloma-Lotus Guide* shall include *The Coloma-Lotus Guide*, and the Coloma-Lotus Chamber of Commerce.