



# Special Advertising Rate for Business Alley Exhibitors

Ads will appear in the center spread of the Fremont Chamber of Commerce's special Fremont Festival of the Arts issue

To enhance your Business Alley investment, the Chamber is offering a special advertising rate for Business Alley exhibitors in our monthly newsletter. In July, circulation will double and the newsletter will be distributed to 5,000 of your potential customers in the Tri-City area. To boost your visibility, we are offering a special advertising rate of \$75 for a single 3.25" x 3.25" ad and \$150 for a 3.25" x 6.625" double ad. To be part of this opportunity, complete the form with your Business Alley application and your space will automatically be reserved. Artwork is due June 3 2011. A Chamber staff member is able to assist you with your design needs. Advertising space is limited, so respond while there is still time.

## Artwork Specifications

- Ad space: 3.25" by 3.25" (single); 3.25" by 6.625" (double)
- Artwork is due **June 3, 2011**
- Ad files must be saved in Adobe PDF format (CMYK/Greyscale set at 300 DPI; 150 Line Screen min; all fonts embedded); Adobe Illustrator, version 8, fonts outlined; encapsulated post script (EPS); or TIFF Greyscale at 300 dpi
- Send artwork via email to: nbatalao@fremontbusiness.com, or CD to Fremont Chamber of Commerce, 39488 Stevenson Place, Ste. 100, Fremont, CA 94539

A sample advertisement for iPopo Dyne. The ad is square, with dimensions of 3.25 inches by 3.25 inches indicated by arrows and text. The ad features a smartphone icon on the left. To the right of the icon, the text reads: "iPopo Dyne", "654321 Fremont Blvd. Ste. 100", "Fremont, CA 94539", and "510-795-2243". Below this text is a horizontal line, followed by a row of social media icons: a refresh icon, a double-headed arrow, a plus sign, a downward arrow, a leftward arrow, a rightward arrow, a leftward arrow, a downward arrow, and a double-headed arrow. Below the icons is the text: "Your Message Here. Visit us at the Business Alley on Aug. 5 &amp; 6 for a special giveaway. Festival visitors can learn more about our company and become eligible for a drawing for a dream vacation in Hawaii. Prizes will be awarded on both days of the Fremont Festival." At the bottom of the ad, the text reads: "Popo Dyne Tech Systems", "www.your\_website\_here.com", and "Visit us at the Business Alley!".

# SAMPLE

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**Deadline for artwork: June 3, 2011**

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# Special Ad Section Fremont Business Review

Advertiser: If you do not have an ad that meets the specifications, the Chamber will assist in creating an ad. Complete layout #1 for a single ad or #2 for a double ad, send in your business card with specific instructions, or call Napoleon Batalao at 510-795-2244, ext. 102, or email questions to nbatalao@fremontbusiness.com. You can also send your company logo in .eps, .pdf, .tiff format to nbatalao@fremontbusiness.com.

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line 1	
line 2	
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line 10	

**Layout #1 - Single Ad**

**Layout #2 - Double Ad**

line 1	
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line 5	
line 6	
line 7	
line 8	
line 9	
line 10	

## Ad Layouts

Special  
Advertising  
Section for  
Business Alley  
Exhibitors