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Lyons Area Chamber of Commerce 2011 Website and LyonsFirst/pdf Advertising Specifications

Your website presence on www.lyons-colorado.com should appear by the end of the month in which the Chamber receives your membership payment, directory listing, and logo/ad artwork (if your membership level qualifies)

- **The image must conform to the correct proportions using the image size dimensions below.**

WEBSITE LOGO

(A logo is included in the Supporting Member level and above.) The logo maximum width is 140 pixels, maximum height is 190 pixels. Basic Business Members may add a logo to their website directory listing for an additional \$25.

WEBSITE ADS

Square "static" ads are 175 x 175 pixels (Supporting Member level and above)
Banner ads are 468 x 60 pixels (Enhancing Member level and above).

LyonsFirst GUIDE/pdf ADS

PRINT ADS

Black & white images should be saved as grayscale. Color images should be saved as CMYK. All RGB images, or images with spot color (PMS), should be converted to CMYK.

All color and black & white images should have a resolution of 300 dpi.

Ads must be submitted in the correct size. Please refer to ad size dimensions below.

Accepted file formats are PDF, high resolution JPEG, EPS (with fonts converted to outlines), and TIFF.

Ad size dimensions (in inches):

Full Page - 7.25 x 9.5
Half Page Horizontal - 7.25 x 4.625
Half Page Vertical - 3.5 x 9.5
Quarter Page - 3.5 x 4.625
Eighth Page Horizontal - 3.5 x 2.187 (slightly taller than a business card)
Eighth Page Vertical - 1.625 x 4.625