

Frio Canyon Chamber Tourist Map 2008

The new Frio Canyon Chamber Tourist Map is going to press soon. Listed below are options for you as a member of the Chamber:

1. All up-to-date members (paid for the current year):

- your business name and phone number automatically printed in the Membership List
- your business name automatically printed in regular type at your business location on the map
- there is no need to contact the Chamber unless you are not current with your membership and want to be included on the map
- cost: no charge

2. Ads (back of map):

- size of ad – 2.375" x 2"*
- purchase of ad includes an icon/logo + your business name in bold type printed at your business location on the map
- The sale of these ads is on a first come/first serve basis
- Melissa Bates is the contact person to purchase an ad – phone (830.232.6595) or email at happyhollow@hctc.net
- cost: \$200* – payable to:
Frio Canyon Chamber of Commerce, PO Box 743, Leakey, TX 78873
- if you need an ad created for your business, the charge is \$50 – \$100~
(depending on the complexity of the ad)

3. Options for members without an ad:

- icon + business name in bold
- cost: \$75* – payable to:
Frio Canyon Chamber of Commerce, PO Box 743, Leakey, TX 78873
- contact person: Judy Fisher – phone (830.261.4782) or email (fish295@hctc.net)

4. Choice of icons:

- generic icons – no charge
- your company logo – if it can be reduced to .375 inches square and still be legible – no charge for those who have bought an ad or paid for the "icon + business name in bold" (see Item 3)
- custom icons – to more closely match your business in color and shape of building – charges start at \$25~

*Deadline: April 15th (paid in full)

* Guidelines and specifications for ads are on page 2.

~ Fees payable to DGS, PO Box 1066, Leakey, TX 78873.

Guidelines:

Ads for the new FCC Tourist Map:

1. deadline to be received: April 15, 2008

Mechanical Guidelines:

1. size of ad: 2.375" x 2"
2. delivery method: email to fish295@hctc.net
3. about the document:
 - a. the final document should be a press-optimized Adobe Acrobat PDF file with all fonts embedded.
 - b. all color graphics are to be in the CMYK mode. (Pantone, RGB, and Spot colors are not acceptable.)
 - c. any photographs used in the ad must have a resolution of 300 dpi. (Photos copied from the internet are not useable—their resolution is only 72 dpi resulting in very poor quality for printing purposes.) Any photo with a resolution of less than 300 dpi will not be used.

If you have any questions concerning these guidelines, or if you need an ad designed, please contact DGS by phone (830.261.4782) or email (fish295@hctc.net).