

ADVERTISING

in The Gem & Other Greater Coachella Valley Chamber Opportunities

Contact your sales representative for your advertising needs.

For information regarding your ad production specs or advertising sales, contact your sales rep directly or the chamber at info@gcvcc.org or call 760-347-0676.

Thank you for your interest in advertising in The Gem and/or other Greater Coachella Valley Chamber of Commerce (GCVCC) communications tools. Rates and specs are as follows:



DISPLAY ADVERTISING RATES

SIZE	Open Rate	3X	6X	12X
FULL PAGE	\$1,600	\$1,360	\$1,280	\$1,200
1/2-PAGE	\$850	\$723	\$680	\$638
1/4-PAGE	\$500	\$425	\$400	\$375

SPECIFICATIONS (See specifications and sizing on next page)

GCVCC NEWSLETTER BLASTS

800 X 250 Pixels wide sent to over 5,800 newsletter subscribers weekly
 4 weeks \$250 / 12 weeks \$650 / 24 weeks \$1,200 / 52 weeks \$2,000

GCVCC.ORG

800 X 250 Pixels
 1 month \$100 / 3 months \$250 / 6 months \$400 / 12 months \$700
 Deadline: Ads are due by the 10th of each month for the upcoming month's publication.
 Advertising Rates: Per issue, noted above.
 Premium positions can be purchased for an additional 15% fee

IMPORTANT: If your ad is smaller or large than the space purchased, it may need to be modified to meet the largest width or height possible or requested to be rebuilt (deadlines still apply). Please note that ad sizes are built in relation to the specifications given from our printer. Contact your sales representative for your advertising needs.



AD SPECIFICATIONS - 2023/2024

FILE TYPES

File types accepted: Press Ready PDF, TIF, EPS, JPG/JPEG (highest quality). Files should be flattened and/or text converted to outlines. **No live text. Text should be converted to outlines or embedded.** All ads should be 300dpi and built at full size/dimensions.

LOGOS

Logos should be of the highest quality. Vector logos must be flattened and/or converted to outlines. Logos taken from websites or Google are not acceptable.

PHOTOS

Any photos should be 300dpi and saved at the highest quality or compression value possible. Photos taken from websites or Google are 72dpi and usually low quality and/or pixelated. CMYK only (RGB files will be converted). Exact color is not guaranteed.

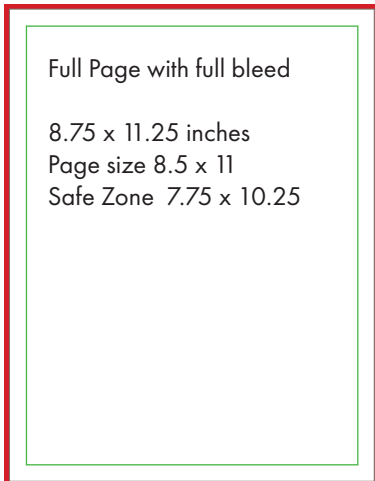
Copyright: Any photos not purchased or owned by the advertiser may be subject to copyright infringement. **Google images are not acceptable.** Photos should be purchased or be of the highest quality from photographer.

Best Practices

Most digital photos or stock photos are 72dpi. They should be saved at full size and at the highest quality.

Dimensions of 72dpi photos should be 4 times larger than the printed photo. For example, a 5x7 photo at 300dpi would be 29x21 or 2100 pixels x 1500 pixels at 72dpi.

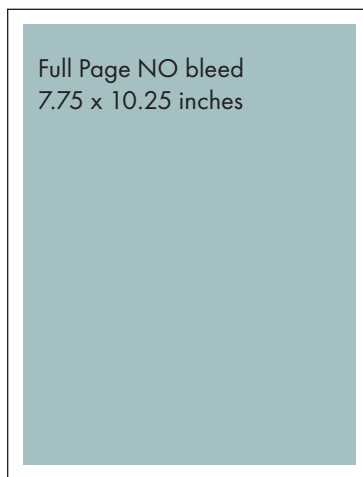
AD SIZES AND DIMENSIONS



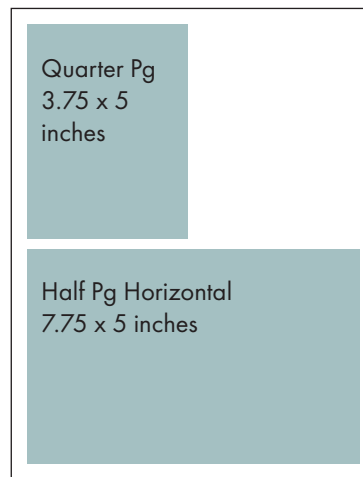
Red area is the bleed and will be cut off.

White area is full page.

Inside green line is safe area for text.



For best practices, text should sit within 1/2 to 1/4 inch from the edge of the ad.



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