

2026 CLARE AREA CHAMBER OF COMMERCE Community Guide & Business Directory

ADVERTISING SPECIFICATIONS

PHYSICAL SPECIFICATIONS

Full color magazine sized at 8.25" wide x 10.75" high

ADVERTISING COST

The cost of advertising is determined by the size and location of the ad, and the size of the print run. All ad costs include layout and design and any correction needed.

ADVERTISING SPECIFICATIONS

Ad sizes vary and may be combined to create larger spaces. The smallest available size is 3.50" wide x 2.25" high. Vetrada will lay out ads to customer specifications. Any copyrighted brand or company logos should be provided to Vetrada in digital form. Vetrada will supply an electronic proof.

AD FILE SUBMISSIONS

Submit ad materials to:
contactus@vetrada.com

Include the following with your submission:

- Project name
- Your company name

ACCEPTABLE FILE FORMATS

- PREFERRED FORMAT: Adobe Acrobat (PDF)
- Adobe Illustrator (AI or PDF) Text must be outlined
- Adobe InDesign (INDD) Must include all fonts & linked files
- Adobe Photoshop/Images Files (PSD, JPG, or EPS)

ALL IMAGES MUST BE 300 ppi AT FULL SIZE

ADVERTISING RATES & INFO

- The ad size of your choice with full bleed, full color & photos
- Complimentary ad design
- Priority ad placement based on when you submit your ad placement
- There are limited spaces, so submit your placement right away

OUTSIDE BACK COVER	\$2,000.00
INSIDE FRONT COVER	\$1,850.00
INSIDE BACK COVER	\$1,850.00
FULL PAGE	\$1,450.00
1/2 PAGE	\$850.00
1/4 PAGE	\$550.00
1/8 PAGE	\$325.00

BACK COVER

with Bleed: 9" x 11.50"

INSIDE COVERS

with Bleed: 9" x 11.50"

FULL PAGE

with Bleed: 9" x 11.50"
without Bleed: 7.25" x 9.75"

PLACE YOUR AD RIGHT AWAY!

**Priority ad placement is
based on date ad
placement is submitted**

**There are limited spaces,
so submit your placement
right away!**

**1/2 PAGE
VERTICAL**
3.50" x 9.75"

**1/4 PAGE
VERTICAL**
3.50" x 4.75"

1/8 PAGE
3.50" x 2.25"

1/2 PAGE HORIZONTAL
7.25" x 4.75"

1/4 PAGE HORIZONTAL
7.25" x 2.25"

CONTACT VETRADA

to reserve your spot today!

989.424.1089
contactus@vetrada.com



AD ORDER FORM

2026 CLARE AREA CHAMBER OF COMMERCE

Vetrada (formerly Stearns Marketing), based in Beaverton is proud to be your 2026 Chamber Directory Representative! The annual directory will be distributed to residents, visitors and businesses through the chamber office, chamber members, and throughout Clare County!

Complete Custom Design, Magazine Style Look & Feel Glossy Pages Throughout, Two Chamber Member Listings, and more!

Company Name: _____

Contact Name: _____ Phone: _____

Address: _____

City, State, Zip: _____

Email: _____

Website: _____

Advertisement Options

OUTSIDE BACK COVER	\$2,000.00	_____
INSIDE FRONT COVER	\$1,850.00	_____
INSIDE BACK COVER	\$1,850.00	_____
FULL PAGE	\$1,450.00	_____
1/2 PAGE	\$850.00	_____
1/4 PAGE	\$550.00	_____
1/8 PAGE	\$325.00	_____

Digital Magazine Enhancement Pricing

Link to your website from your advertisement	Included in Price!	_____
Create a QR code for your advertisement	\$25.00	<u>Included in Price!</u>

SCAN/EMAIL OR MAIL YOUR ORDER TODAY!

TOTAL COST: _____

Payment Terms. Payment to be made at ad placement. Payable to Vetrada, LLC. Payment can be made by check or credit card with a 2% percent credit card fee. There will be a 2% interest charge for any invoice that is 30 days past due and for each month thereafter.

Contract Requirements. (1) Advertiser assumes liability for content of the advertisements and assume responsibility for any claims arising there from made about the Publishers, and agree to indemnify the Publisher against any expense or loss suffered by reason of such claims. (2) All copy subject to Publisher's approval. (3) Positioning of advertising is at the discretion of the Publisher except where positions are covered by contract. (4) Advertisements not received by closing date will not be entitled to proofs. (5) Cancellations or changes in orders are not accepted after closing date. (6) Preferred positions cannot be cancelled. (7) Failure of advertiser to place an ad corresponding in price to specification with the scheduled rate is regarded as a clerical error and the advertisement is published and charged according to the terms of the schedule in force without further notice. (8) In the event of non-payment, the Publisher reserves the right to hold advertiser liable for such monies as are due and payable.

**PLACE YOUR AD
RIGHT AWAY!**

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CONTACT VETRADA TO RESERVE YOUR SPACE TODAY!

989.424.1089 // contactus@vetrada.com // <https://www.vetrada.com>

You can also mail your order to: 4629 Roehrs Road, Beaverton, MI 48612