

# Northbrook

2022/2023 Community Resource Guide

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 **NORTHBROOK CHAMBER**  
of commerce & industry

[northbrookchamber.org](http://northbrookchamber.org)

**NORTHBROOK CHAMBER OF COMMERCE & INDUSTRY**  
**2023/2024 COMMUNITY RESOURCE GUIDE**



# Northbrook Community Resource Guide

Dear Chamber Member,

The Northbrook Chamber of Commerce & Industry has partnered with Town Square Publications to produce our Northbrook Community Resource Guide. This annual publication will help you market your business directly to neighborhood residents, area business owners and visitors.

The Northbrook Community Resource Guide is a unique local advertising tool, direct-mailed to households and businesses and distributed at high traffic locations around the Village. Residents save this highly visible publication for easy reference throughout the year.

In addition, the Northbrook Community Resource Guide will be replicated online via the [Chamber's website](#) and Town Square's *National Profile Network*, further extending the exposure of your advertising message and increasing your search engine optimization.

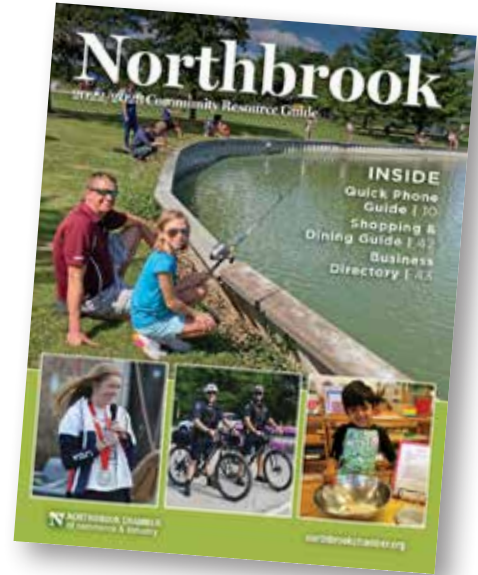
**Don't miss the opportunity to promote your business to residents and business owners!**

John Hubbard is our sales representative from Town Square Publications. You may reach John by completing the information below and faxing it to him at (800) 621-0256, calling John at (847) 287-6260 or emailing [jhubbard@tspubs.com](mailto:jhubbard@tspubs.com) to review the details.

Get your business noticed, keep it successful and grow your customer base! Space is limited—purchase your space and be seen in one of Northbrook's most effective marketing publications.

Bringing you tools for success,

**Kathi Quinn**  
Executive Director



**YES! I am interested in advertising in the Northbrook Chamber of Commerce & Industry Community Resource Guide!**

Fill out the form below and email to [jhubbard@tspubs.com](mailto:jhubbard@tspubs.com)

Business Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

You may also fax this sheet to John Hubbard at (800) 621-0256, call John at (847) 287-6260 or email him at [jhubbard@tspubs.com](mailto:jhubbard@tspubs.com)

# NORTHBROOK CHAMBER OF COMMERCE & INDUSTRY 2023/2024 COMMUNITY RESOURCE GUIDE

## Publication Date

June 2023

## Ad Reservations Close

April 3, 2023

## System Ready Ad Deadline

April 14, 2023

## To Reserve Your Space

John Hubbard

847-287-6260

jhubbard@tspubs.com



## ADVERTISING RATES

Full Page	\$1,780
Half Page	\$970
Quarter Page	\$550
Banner	\$550
Business Card	\$315

## PREMIUM POSITIONS

Back Cover	\$2,775
<i>Ad Dimension are 8.75" x 9" - Bleed on left, bottom and right</i>	
Inside Front Cover	\$2,410

**All Full Page Ads Include  
Full Color**

## FULL COLOR Ad ADD ONS:

4-Color 1/4 page or less	\$175
4-Color 1/2 page	\$250



# ADVERTISING SPECIFICATIONS

## Camera Ready Ad Specs

Using one of the following software programs:

- Adobe Illustrator CS
- Photoshop CS

We can use the following software applications:

- Adobe Acrobat \* PDFs should be system ready
- Adobe InDesign (CS)
- Adobe Illustrator (CS)
- Adobe Photoshop (CS)

## Fonts

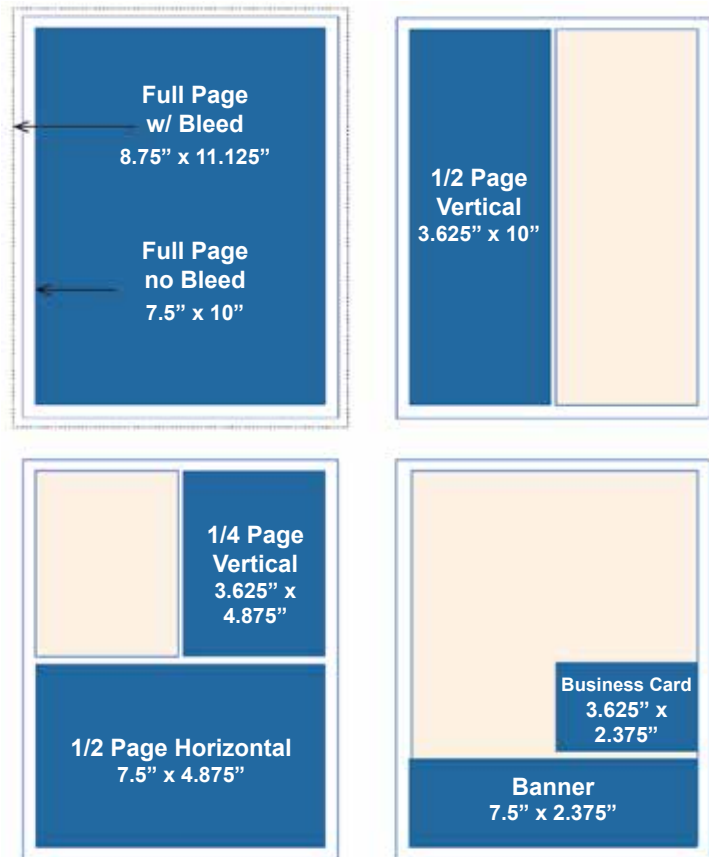
Fonts must be:

- Postscript Level 1 or 2.
- Some programs allow fonts to be rendered as art or paths and should be done so if using true-type fonts.

## Art & Files

- **Colors must be converted to CMYK.**
- **No rich black text.**
- Rich black fills 100% black/40% cyan
- Any art used in the ad must be included on the disk as a TIFF or EPS file.
- PDF files (high resolution) can be submitted, but please keep in mind that we cannot change these files if needed.
- When generating PDFs, the Compression setting should have no boxes selected and in the Advanced section, select Distill with prologue.ps/epilogue.ps. Also select Device Independent (More Accurate) for Color Conversion.
- **Files must be submitted with a resolution of 300 dpi for color and grayscale images.**
- A resolution of 1200 dpi must be used for lineart images.
- **Art obtained from a website is usually 72 dpi and should not be submitted unless it is a least 300 dpi and of good quality.**
- **Taking a 2 x 2 inch image of 72 dpi and then increasing the image to 300 dpi is not acceptable.**
- Digital cameras usually offer low resolution files that appear grainy and should not be submitted.
- Art should be the size needed for the ad or larger. When small files are enlarged they degrade in quality and should not be submitted.

## Advertising Dimensions



Your Custom Publishing Partner  
A Daily Herald Media Group Company  
EMPLOYEE-OWNED

