

2018
INSIDER'S GUIDE
to the **Pointes**
AND HARPER WOODS
 A POINTE MEDIA INCORPORATED PUBLICATION

Our Insider's Guide to the Pointes is published annually by Pointe Media Incorporated with the Grosse Pointe Chamber of Commerce directory inside.

The Guide is intended to be your informative reference to living, working and playing in the Pointes. The Chamber Directory is a valuable resource of the many businesses and organizations in Grosse Pointe, Harper Woods and surrounding areas.



**HARPER WOODS CITY
 AND SCHOOLS ADDED FOR 2108!**

Size	Rate	Dimensions
Full Page	\$1,650	Bleed - 9.25" x 11.125" No Bleed - 8.25" x 10.125"
1/2 Page	\$1,025	Horiz. - 8.25" x 4.938" Vert. - 4" x 10.125"
1/4 Page	\$600	4" x 4.938"
1/8 Page	\$300	4" x 2.344"
Premium Pages (2,3,5,7,inside Back Cover)	\$1,800	Bleed - 9.25" x 11.125" No Bleed - 8.25" x 10.125"
Back Cover	\$2,000	Bleed - 9.25" x 11.125"

Link to advertiser's website (in digital online version) \$50*

* No charge to advertising Chamber members.

10% off Rate Card to Chamber Members

Note: For bleed ads, no text or essential artwork within 3/8" of edges.

Preferred digital file formats:

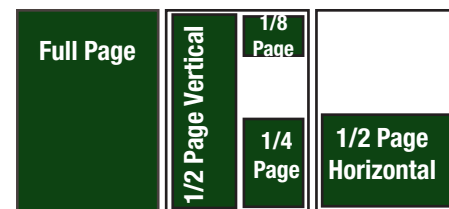
EPS, TIF, JPG, PDF, Photoshop, INDD (Adobe InDesign) Macintosh and Windows files are supported. All image files must be saved at 300 dpi or better.

Digital Files NOT accepted:

GIF, DOC, PPT, WWF, XLS, BMP and WPF

Fonts:

PostScript Type 1 (Adobe Preferred), OpenType (Adobe Preferred) and True Type fonts are all supported. All fonts used should be embedded or supplied. All screen and printer fonts should be included for PostScript Type 1 fonts.



Images and Graphics:

Adobe Photoshop and Acrobat files are recommended. Images, ads or graphic files should be supplied in high-resolution (300 dpi) PDF, TIFF or JPEG formats. Images or graphic files, including duotones and tritones, must be saved as CMYK. RGB, Indexed, Lab Color or Multi-Channel Images are NOT supported and may not print as expected. PMS colors must be indicated on lasers, specified correctly in files and created as spot colors. All supporting EPS, TIFF or JPEG files should be supplied separately and not embedded in Word files. All EPS, TIFF and JPEG images should be 300 dpi or higher. Images needing transparent backgrounds should be saved as Photoshop files.

Advertising Deadline:

December 31*

*Early Bird Deadline:

September 15

Get additional 10% Off!

Pointe Media Incorporated

18530 Mack Ave. #106
 Grosse Pointe Farms 48236
 (313) 640-8955

Sign up early for best placement and extended payment options!

25,000 Circulation

Publication debuts at the Chamber of Commerce Annual Meeting in January and will be distributed to all Grosse Pointe homes and businesses, all Chamber of Commerce members and at Chamber events throughout the year