

# 2023 GUIDE TO Homewood

The Homewood Chamber of Commerce announces the 2023 edition of *Guide to Homewood*. This magazine will have a wide area of distribution including real estate companies, health care providers, financial institutions, Chamber members and advertisers, and an online digital version. Purchasing an ad in *Guide to Homewood* now extends your message year-round. As always, we distribute the printed version of the magazine and host the online version for a full calendar year.

a minimum of 8,000 copies printed with a readership of over 20,000

## ad sizes and rates

Size	Non-Bleed (inches, width x height)	Color Members/Non-Members	Production Costs
2-Page Spread	15.5 x 10.125 live area*	\$2,625/\$3,020	\$150
Full Page	7.375 x 10.125 live area**	\$1,995/\$2,295	\$125
2/3 Page	4.625 x 10	\$1,680/\$1,930	\$100
1/2 Page Horizontal	7 x 4.875	\$1,260/\$1,450	\$75
1/2 Page Vertical	4.625 x 10	\$1,260/\$1,450	\$75
1/3 Page Square	4.625 x 4.875	\$840/\$965	\$50
1/3 Page Vertical	2.125 x 10	\$840/\$965	\$50
1/6 Page Vertical	2.125 x 4.875	\$525/\$600	\$35
1/6 Page Horizontal	4.625 x 2.25	\$525/\$600	\$35
Business Card	3.25 x 1.75	\$315/\$360	\$25

- DISTRIBUTION POINTS IN THE LOCAL AREA:**
- Relocation packages
  - Financial institutions
  - Area churches
  - Real Estate companies
  - Health care providers
  - Chamber members & advertisers
  - Hotels and motels

**Alliance**  
publishing group  
building communities one story at a time

Full page trim size is 8.125" x 10.875" \* 2-Page Spread Bleed size is 16.5" x 11.125" \*\* Full Page Bleed size is 8.375" x 11.125"

## premium positions

Back Cover	\$2,730/\$3,140
Inside Front Cover	\$2,675/\$3,075
Page 1	\$2,675/\$3,075
Inside Back Cover	\$2,520/\$2,900

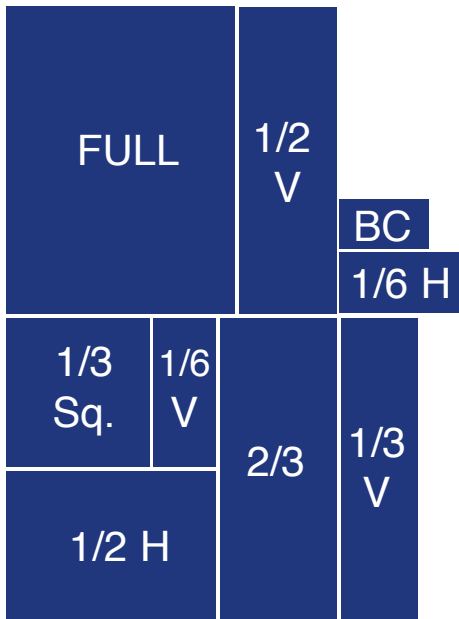
(full page 4-color, Members/Non-Members)

## deadlines

Space Reservation	March 3, 2023
Advertising Copy	March 10, 2023
Publishing Date	May 2023

## payment terms

All rates are net. Payment terms: 50% payment with contract required. Remaining balance due upon publication. All checks made payable to: Alliance Publishing, LLC  
We accept MasterCard, Visa and American Express.



## MAGAZINE TRIM SIZE IS 8.125" X 10.875"

Note: For full page bleed ads, printer does not guarantee copy that falls within .125" of the magazine trim size

**ACCEPTABLE FORMATS AND MEDIA:** High res (300 dpi) pdf, .tif, or .jpg | Web images not accepted | Convert all images to CMYK | Pantone and RGB colors will be converted | Alliance Publishing is not responsible for colors that do not appear accurate if they are submitted in anything other than CMYK | Alliance Publishing is not responsible for errors on ads not accompanied by a proof | Magazine trim size = 5.375" x 8.375"

SEND AD PRODUCTION MATERIALS TO: LIZ YOUNG | lizyoung@alliancegrp.net

## FOR ADVERTISING RATES CONTACT:

**Keith Lott 251.458.3707**  
**keithlott@bellsouth.net**

Alliance Publishing, LLC • PO Box 190405 • Birmingham, AL 35219

ad traffic  
liz young  
lizyoung@alliancegrp.net

ad production  
teresa brooks  
205.919.4389  
brookscreative@mac.com



7 Hollywood Blvd.  
Homewood, Alabama 35209  
phone: (205)-871-5631