



# Berea Community Guide

Master Printing is once again proud to collaborate with the Berea Chamber of Commerce and associated partners within the City of Berea.

## WHAT'S INSIDE?

A showcase of the **best of Berea** with locally focused articles and imagery including:

- Local History and Attractions
- Community Activities and Awards
- Civic and Community Organizations
- Detailed Map and Street Index
- Government Contacts
- Chamber of Commerce Listings

## BEREA MARKET MEDIANS:



**38**  
Age of readers



**\$183K**  
House Value



**\$60,292**  
Household Income

## 2021 CIRCULATION SNAPSHOT:

In January, over **8,800** Guides will be delivered to all USPS residential and business patrons in zip code **44017**.

Additional copies are available throughout the year at various community locations.



*Benefiting  
Berea!*



**INCREASE YOUR VISIBILITY and EXTEND YOUR MARKETING DOLLARS!**



# Affordable and Effective Advertising

STARTING AT LESS THAN 5¢ PER MAGAZINE, YOUR AD CAN DRAW:

## RETURN ON INVESTMENT

**23%** improved ROI with magazine advertising at comparable budget levels to other forms of advertising.

**25%** more money is spent by consumers who receive direct mail and email marketing.

## IMMEDIATE IMPACT

**68%** of readers purchase products and services from ads seen in publications.

**79%** of consumers will act on direct mail immediately.

## LONG-TERM EXPOSURE

**80%** of consumers will at least scan the magazines and other direct mail they receive.

**76%** of readers still have the old edition of a magazine in hand when the new edition arrives.

## CREDIBILITY AND TRUST

**62%** of North American consumers trust magazine advertising over online advertising.

**51%** of consumers prefer direct mail from local shops.



**Only One of Each Available per Guide!**

Size/Location	Chamber Members	Non Members
Back Cover	<input type="checkbox"/> \$3,295	<input type="checkbox"/> \$3,895
Front Inside Cover	<input type="checkbox"/> \$2,798	<input type="checkbox"/> \$3,395
Back Inside Cover	<input type="checkbox"/> \$2,670	<input type="checkbox"/> \$3,125
Centerfold 2 Page Spread	<input type="checkbox"/> \$3,496	<input type="checkbox"/> \$3,905

Chamber Membership will be verified before payment is processed. Contact the Chamber for membership information by calling 440-243-8415 or visiting [www.bereachamber.org](http://www.bereachamber.org).

Size	Chamber Members	Non Members
3 Page Foldout	<input type="checkbox"/> \$4,045	<input type="checkbox"/> \$4,495
2 Page Spread	<input type="checkbox"/> \$3,695	<input type="checkbox"/> \$3,995
Full Page	<input type="checkbox"/> \$1,745	<input type="checkbox"/> \$2,295
Half Page	<input type="checkbox"/> \$1,220	<input type="checkbox"/> \$1,700
One-Third Page (horizontal)	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1,289
Quarter Page (vertical)	<input type="checkbox"/> \$795	<input type="checkbox"/> \$985
Eighth Page (horizontal)	<input type="checkbox"/> \$456	<input type="checkbox"/> \$600
Non-Profit Eighth Page	<input type="checkbox"/> \$200	<input type="checkbox"/> \$350

**RESERVE YOUR AD SPACE TODAY**  
 by completing the form below  
 or go online to [www.masterprintinggroup.com](http://www.masterprintinggroup.com)

**PAYMENT DUE ON OR BEFORE: November 4, 2022**  
**Questions? Please email [sales@masterprintinggroup.com](mailto:sales@masterprintinggroup.com)**

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

I will be supplying Master Printing with an Ad file.  I need an ad created using Master Printing's design services.\*  
\*Additional costs will apply for design services

Please fax, mail or drop off a copy of this completed order form with a check payable to Master Printing  
 If you'd like to pay with your credit card, please fill out the bottom portion of this form.  
**For your security, do not email credit card information.**

I authorize Master Printing to charge my: (check one)  Visa  MasterCard  Discover  Amex in the amount of: \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  Keep My Card on File

Sec.Code/CCV: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Address (if differ. than above): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Providing this information constitutes your permission for Master Printing to contact you regarding related information via mail, email, phone and recorded message.

Please scan and email the completed form to [sales@masterprintinggroup.com](mailto:sales@masterprintinggroup.com) or mail it to  
 Master Printing • 95 Pelret Industrial Parkway • Berea, OH 44017 | Phone: (216) 351-2246

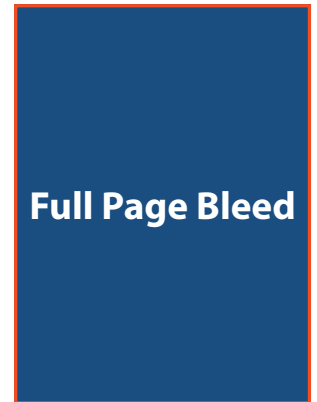
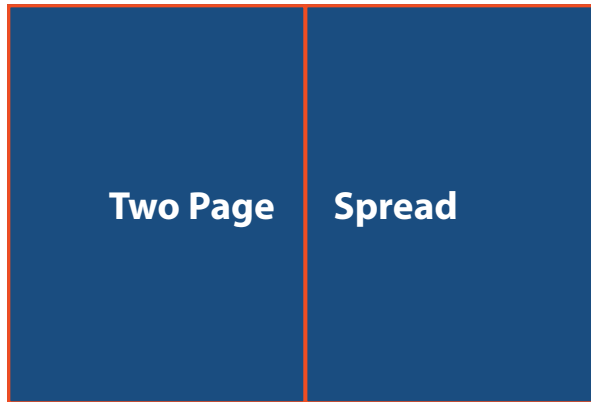
# 23 Production Calendar

<b>Publication City</b>	<b>BEREA, 44017</b>
<b>Initial Distribution Reach</b>	8,800
<b>Creative Deadline</b>	November 4, 2022
<b>Distribution Date</b>	January 2023

## Rates and Specifications

### Advertisement Sizes:

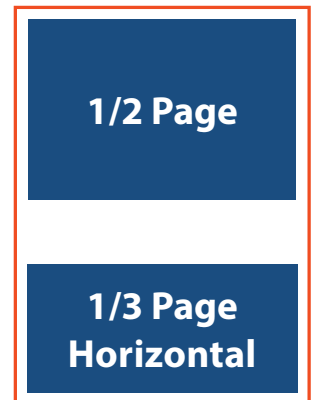
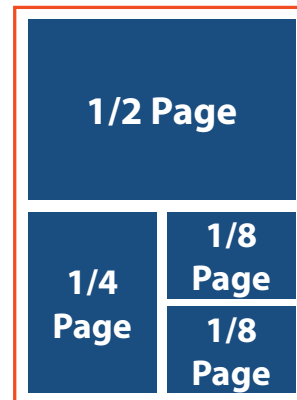
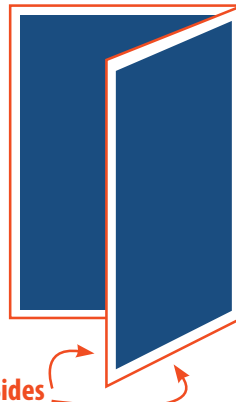
Two page spread:	17.25" x 11.25"
Full page w/ bleeds:	8.75" x 11.25"
Back Cover:	8.5" x 9.375"
1/2 page:	7.5" x 4.875"
1/3 page H:	7.5" x 3.625"
1/4 page V:	3.625" x 4.75"
1/8 page H:	3.625" x 2.25"



**BEREA GUIDE**  
PLEASE EMAIL ART TO:  
sales@  
masterprintinggroup.com

3 Page  
Foldout  
Spread

Both Sides



### Ad Design Specifications and Guidelines

- We prefer electronic artwork in one of the following formats for PC or MAC: Hi-res PDF, eps, ai, hi-res tif, jpg. We can accept files for Adobe Photoshop, Illustrator and InDesign.
- Print-ready artwork emailed or on a disc as defined in a file saved in one of our acceptable formats above, with all linked images and fonts (or convert all text to outlines).
- All colors must be CMYK value. PMS spot or RGB colors will be converted to their CMYK values.
- All photos, logos or art included should be at least 300 dpi at the desired size (100%).
- If you need a complete ad campaign, we can create one for you at our regular hourly design rates.
- We reserve the right to refuse any advertising we find offensive or inappropriate.