

# CONNECTION



## COLLECTIVE STRENGTH. INDIVIDUAL SUCCESS.



**68+**  
PAGES

A lasting resource, reference & reflection of desert ambition



**COLLECTOR'S  
QUALITY**

Beautiful photos, interesting articles, local information



**1** 2026-2027  
**YEAR**  
SHELF LIFE

Content remains relevant, referenced & respected long after publication



**23,000+**  
COPIES DELIVERED

23,000 Delivered to homes & businesses



**DIGITAL  
EDITION**

*extends the reach*

Connecting readers worldwide to insights, achievements & ideas.



**PALM  
DESERT**

*Does business beautifully.*

**23,000 COPIES. 35,000 READERS. ONE CITY THAT NEVER GOES QUIET.  
THIS ISN'T A KEEPSAKE. IT'S A CONVERSATION THAT LASTS ONE YEAR.  
WE REACH THE PEOPLE WHO BUILT THE VALLEY.**

**If you advertised in the last issue, you know what a great value an ad in the Guide can be for your business. If you didn't, you won't want to miss the upcoming issue.**



### HERE'S WHY:

#### LOCAL EXPOSURE

The PDACC Local Business Guide is utilized by both residents and local businesses, giving your business a highly visible platform in the community.

#### CREDIBILITY & TRUST

Being part of the Guide enhances your business's credibility and trustworthiness, signaling your active involvement in the local business community.

#### NETWORKING OPPORTUNITIES

Listing your business in the directory opens doors to networking opportunities, helping you connect with other businesses and potential customers.

#### COMMUNITY SUPPORT

Advertising in the Guide demonstrates your commitment to the local community, strengthening customer loyalty and brand recognition.

#### INCREASED VISIBILITY

The Guide is a centralized resource for local residents and businesses looking for products and services. An ad ensures your business is front-of-mind for residents actively seeking local solutions.

#### YEAR-ROUND EXPOSURE

While many Palm Desert residents are seasonal, year-round residents rely on local services. The Guide provides ongoing visibility throughout the year.

#### TARGETED ADVERTISING

There's no more cost-effective way to reach 23,000 Palm Desert residents and businesses for an entire year.

#### RESERVE YOUR SPACE:

The Chamber Connection:  
Palm Desert  
Chamber  
of Commerce



<https://www.pdacc.org>

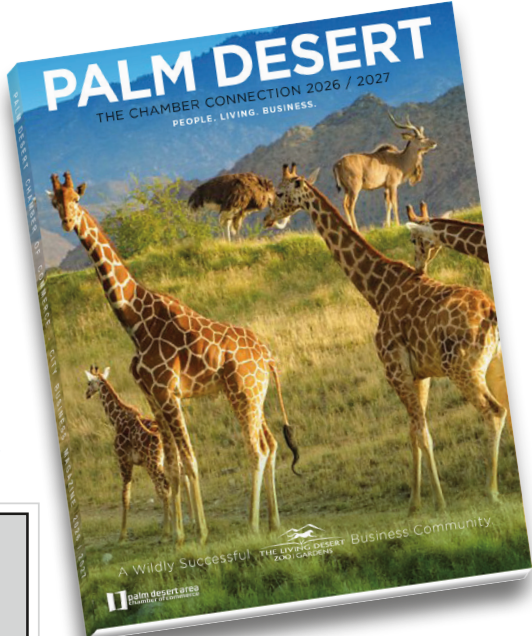
#### CONTACT:

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**PHONE:** 760-346-6111  
**EMAIL:** [joann@pdacc.org](mailto:joann@pdacc.org)

**PEOPLE. LIVING. BUSINESS.**

# PRINT ADVERTISING SPECIFICATIONS

## The Chamber Connection 2026 -2027 Magazine / Directory Trim Size: 8.375" x 10.875"



<p><b>DOUBLE PAGE SPREAD WITH BLEED INCLUDED</b></p> <p><b>\$4,500</b></p> <p>LIVE AREA (per page): 7" x 9.5"</p>	<p><b>FULL PAGE WITH BLEED INCLUDED</b></p> <p><b>\$2,500</b></p> <p>LIVE AREA: 7" x 9.5"</p>
<p><b>DOUBLE PAGE SPREAD WITH BLEED INCLUDED</b></p> <p><b>\$4,500</b></p> <p>LIVE AREA (per page): 7" x 9.5"</p>	<p><b>FULL PAGE NO BLEED</b></p> <p><b>\$2,500</b></p>

17.25" x 11.125"      8.625" x 11.125"      6.875" x 9.375"

<p><b>\$2,500</b></p> <p><b>ONE PAGE FEATURE</b></p>	<p><b>1/2 PAGE HORIZONTAL</b></p> <p><b>\$1,760</b></p>	<p><b>1/3 PAGE SQUARE</b></p> <p><b>\$1,260</b></p>	<p><b>1/4 PAGE VERTICAL</b></p> <p><b>\$950</b></p>
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6.875" x 9.375"      6.875" x 4.5"      4.5" x 4.5"      3.375" x 4.5"

<p><b>FEATURE ADS</b></p> <p><b>\$1,050</b></p> <p><b>\$1,050</b></p> <p><b>\$1,050</b></p>	<p><b>FEATURE ADS</b></p> <p><b>\$1,050</b></p> <p><b>\$1,050</b></p> <p><b>\$1,050</b></p>	<p><b>1/6 PAGE VERTICAL OR HORIZONTAL</b></p> <p><b>\$700</b></p> <p><b>\$700</b></p>	<p><b>LOGO IN LISTING</b></p> <p><b>\$200</b></p>
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H 6.875" x 2.5"      V 8.25" x 2.5"      H 4.5" x 2.1775"      2" x 1"  
V 2.1775" x 4.5"

**The Palm Desert Chamber of Commerce**  
<https://www.pdacc.org>



**The Chamber Connection**  
Contact: **JoAnn Gabruk Schoemann**  
PDACC: **760-346-6111**  
[joann@pdacc.org](mailto:joann@pdacc.org)

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<p><b>2-PAGE ADVERTORIAL</b></p> <p><b>\$4,500</b></p>	<p><b>4-PAGE ADVERTORIAL</b></p> <p><b>\$8,000</b></p>
<p>( Business summary &amp; interesting facts )</p>	

### Artwork Requirements

- Trim Size:** 8.375" x 10.875"
- Bleed:** 0.25" bleed preferred
- Live Area:** Keep all important elements at least 0.25" inside trim.
- File Format:** Press-ready PDF (Acrobat 5 / PDF 1.4) exported from Adobe Software.
- Color Requirements:** CMYK or Grayscale only. Convert RGB to CMYK before PDF creation.
- File Size:** All images need to be 300 dpi at final size.
- File Types Accepted:** PSD, TIFF, EPS, Adobe Creative Suite native packaged files.
- Fonts:** All fonts must be embedded. If a font cannot embed due to licensing, outline or replace it.
- Crop Marks:** No crop marks at all.
- Black Usage:** For large black areas: Rich Black = C60 M40 Y30 K100. Do not use rich black for small text or thin lines.

**PDF Export Settings:** Color/Grayscale. Automatic JPEG compression - Maximum Quality. Monochrome downsampling to 1200 dpi - CCITT Group 4. OPI off. No printer marks. Bleeds set to 0.25".

**Ad Creation Services:** are available for an additional fee, and each ad includes up to two rounds of digital PDF proofs for review prior to final approval.

**Legal Disclaimer:** The Palm Desert Chamber of Commerce has made reasonable efforts to ensure that the information contained in this rate sheet is accurate at the time of publication. However, the Chamber makes no representations or warranties, express or implied, regarding the completeness, accuracy, or reliability of the information provided. The Palm Desert Chamber of Commerce shall not be held liable for any typographical errors, omissions, pricing inaccuracies, or other unintended errors contained herein. All rates, specifications, and information are subject to change without notice. The Palm Desert Chamber of Commerce assumes no responsibility or liability for variations in color, image quality, formatting, or other production differences that may occur as a result of printing, reproduction, or output processes performed by third-party printers or vendors.

# CONNECTION MEDIA CONTRACT



DATE SUBMITTED: \_\_\_\_\_

## PALM DESERT AREA CHAMBER ANNUAL BUSINESS GUIDE ADVERTISER INFORMATION

COMPANY NAME / ADVERTISER: \_\_\_\_\_  
 COMPANY ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 COMPANY PHONE: \_\_\_\_\_  
 COMPANY EMAIL: \_\_\_\_\_  
 CONTACT NAME: \_\_\_\_\_  
 CONTACT TITLE: \_\_\_\_\_  
 CONTACT PHONE: \_\_\_\_\_  
 CONTACT EMAIL: \_\_\_\_\_  
 ADDITIONAL INFO: \_\_\_\_\_

## AD ORDER INFORMATION

- |   |  |
|---|--|
| <input type="checkbox"/> DOUBLE PAGE AD SPREAD WITH BLEED _____ \$4,500 | <input type="checkbox"/> ONE THIRD PAGE SQUARE _____ \$1,260   |
| <input type="checkbox"/> FULL PAGE AD WITH BLEED _____ \$2,500          | <input type="checkbox"/> QUARTER PAGE VERTICAL _____ \$ 950  |
| <input type="checkbox"/> FULL PAGE AD NO BLEED _____ \$2,500            | <input type="checkbox"/> FEATURE ADS _____ \$1,050   |
| <input type="checkbox"/> ONE PAGE FEATURE _____ \$2,500                 | <input type="checkbox"/> ONE SIXTH PAGE AD <input type="checkbox"/> HORIZONTAL OR <input type="checkbox"/> VERTICAL _____ \$ 700 |
| <input type="checkbox"/> HALF PAGE HORIZONTAL _____ \$ 1,760            | <input type="checkbox"/> LOGO LISTING _____ \$ 200   |

INDUSTRY CATEGORY: \_\_\_\_\_

## DEADLINES / EDITORIAL / ARTWORK INFORMATION

**JULY 1, 2026** DEADLINE FOR BUSINESS PROFILE ADVERTORIAL

**JUNE 1, 2026** DEADLINE FOR GUIDE LISTING

**JUNE 15, 2026** DEADLINE FOR AD SPACE RESERVATION

**JULY 1, 2026** DEADLINE FOR PRESS READY AD MATERIAL

- I WILL SUPPLY PRESS READY ART  
 PLEASE BUILD MY AD FOR ME AND BILL ME

NOTES: \_\_\_\_\_

*Any client requesting creative services for their ad, must supply logos, photos, collateral, etc. for the ad within 30 days of signed contract. One ad proof and one set of corrections will be included. Client approval will be required prior to publication. Alterations to press ready art will be billed at \$125 per hour.*

## PAYMENT INFORMATION - PLEASE PRINT CLEARLY

**PAYMENT TYPE:**     CHECK     DEBIT CARD     CREDIT CARD     INVOICE ME

NAME ON CARD: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_ SUITE: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_

DEBIT / CREDIT CARD: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_ CVC#: \_\_\_\_\_

The above Authorized Signatory hereby represents and warrants to The Palm Desert Chamber of Commerce that he / she has sufficient authority to execute and deliver this agreement in the name of and on behalf of the Client, and that this ad agreement constitutes a binding obligation enforceable against the client in accordance with its terms and conditions.

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