



CDA STAFF REPORT

MEMO DATE:	February 3, 2020
MEETING DATE:	FEBRUARY 10, 2020
TO:	Village of Cottage Grove Community Development Authority
CC:	Matt Giese – Village Administrator Lee Boushea – Village Attorney
FROM:	Erin Ruth, AICP – Village Planning Director
RE:	Dane Buy Local Guide Advertisement

OVERVIEW

The Cottage Grove Chamber of Commerce passed along information about an opportunity to advertise in the Dane Buy Local Guide. The guide is essentially a listing of participating local businesses by category. A e-version of the most recent guide can be found [here](#). The spec sheet and rates are attached.

The prices are much less than the MADREP guide in which the Village advertises. However, the Dane Local Guide would presumably have a much wider focus and many of those readers may not find an ad from a municipality relevant to them. Staff reviewed the three most recent versions and it does not appear that any municipalities have advertised.

STAFF RECOMMENDATION

Staff is seeking direction from the CDA whether submit an advertisement for the guide.

2020-2021 Dane Buy Local Guide



Dane Buy Local is pleased to announce the production of its annual *Dane Buy Local Guide*. 25,000 Guides will be produced and distributed FREE through member businesses, media partner events, relocation packages and additional outlets.

Dane Buy Local members are invited to participate in this excellent marketing tool. All members receive a business listing, and have the opportunity to enhance the listing or place an advertisement in the Guide.

To reserve space or for more information, please contact Amy Johnson at ajohnson@townsandassociates.com or (608) 215-5240.

AD RESERVATION
February 28, 2020

AD SUBMISSION
March 6, 2020

FILE SUBMISSION GUIDELINES

The resolution of all images must be at least **300 dpi (dots per inch)**. Do not resave a 72 dpi image at 300 dpi. The quality will not improve; the original image must be of good quality.

All images, logos and colors must be CMYK. NO SPOT COLORS. To ensure rich black please make sure the CMYK values are 40-30-30-100.

We use the following **SOFTWARE**:

Adobe Photoshop CC

Adobe InDesign CC

Adobe Illustrator CC ——— **Convert text to outlines!**

We do not accept Microsoft Publisher files!

Type of files: Macintosh format .tif, .pdf and .eps work the best. If the file is too big, you can condense it using Stuffit! software or use a free file-sending website (hightail.com) to send files over 20MB.

Low resolution images don't print well. Many images (i.e. 72 dpi .jpg) look jagged and blurry when printing this type of publication. For best results, please be sure your images are at least 300 dpi. It is best to **convert your images from RGB to CMYK** before you send them to us so that you have more control over the appearance of the printed piece. You can use Adobe Photoshop or Photo Deluxe to perform the conversion. Please prepare your files properly for the best end results.

Faxed ads and photographs do not transmit clearly; please email or mail them.

Please send electronic files to: townsgraphics@yahoo.com

If writing to a CD, mail to:

Towns & Associates, Inc.

P.O. Box 174

Baraboo, WI 53913-2445

Ad copy questions, call: **(608) 356-8757 ext. 106.**

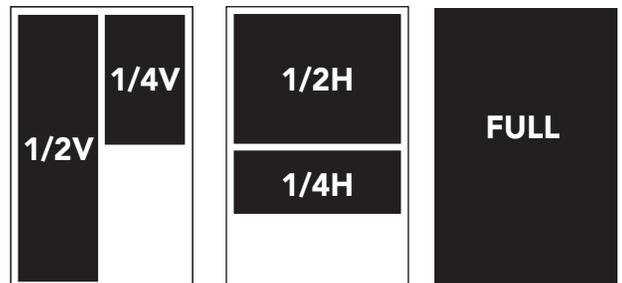
Towns & Associates, Inc.
CUSTOM DIRECTORIES AND SPECIALTY PUBLICATIONS

ADVERTISEMENT RATES

SIZE	B&W	SPOT COLOR	4-COLOR
Free Listing*	FREE	N/A	N/A
2nd Category Listing*	\$150	N/A	N/A
Enhanced Listing**	\$125	\$145	\$185
1/4 Page	\$250	\$325	\$395
1/2 Page	\$395	\$495	\$595
Full Page w/Bleed	N/A	N/A	\$875
Inside Back Cover	N/A	N/A	\$1150
Inside Front Cover	N/A	N/A	\$1250
Back Cover	N/A	N/A	\$1450

* Listing includes business name, address, phone, fax, e-mail and website.

** Listing plus an additional 3 lines (45 character maximum per line) and logo.



ADVERTISEMENT SIZES

Trim Size:	5.375" w x 8.5" h
1/4 Page Vertical	2.25" w x 3.7" h
1/4 Page Horizontal	4.7275" w x 1.75" h
1/2 Page Vertical	2.25" w x 7.625" h
1/2 Page Horizontal	4.7275" w x 3.7" h
Full Page w/Bleed	5.625" w x 8.75" h*

*Please keep all text and important images 1/2" from outside edges on full page ads to accommodate bleeds.

Binding Method: Saddle-Stitched or Perfect Bound