

January 25, 2006

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular Meeting of
February 14, 2006

**REQUEST FROM THE CHAMBER OF COMMERCE FOR
PLACEMENT OF AN ADVERTISEMENT IN THE
2006-07 CHAMBER OF COMMERCE BUSINESS DIRECTORY**

Recommendation:

1. That the City Council consider the request for placement of an advertisement in the 2006-07 Chamber of Commerce Business Directory; and,
2. If approved, appropriate \$2,112 for this purpose

Background:

The Chamber of Commerce produces a business directory for each of its members and for use by visitors to Hermosa Beach. The publisher of the directory has asked if the City is, once again, interested in purchasing an ad in the publication.

In their last publication, the City purchased a page 1, full-page, four color ad at a discounted rate of \$1,950. This year, the ad costs range from \$825 to \$3,545. The price of a page 1, full-page, four color ad is \$2,485. The publisher is offering a 15% "non-profit status" discount of \$373, reducing the total cost to \$2,112. This represents an increase of \$162 over last publication's cost.

Cities very often place an ad in these publications, which could take the form of a photo or a letter welcoming visitors to the City. A copy of our ad from the last publication is attached for your review.

Respectfully submitted,



Stephen R. Burrell
City Manager

WELCOME



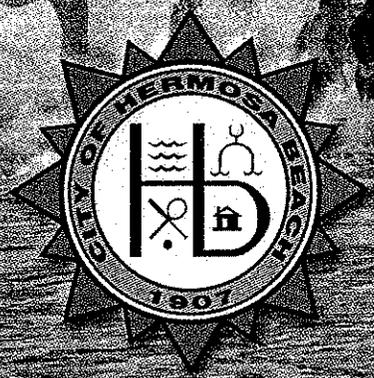
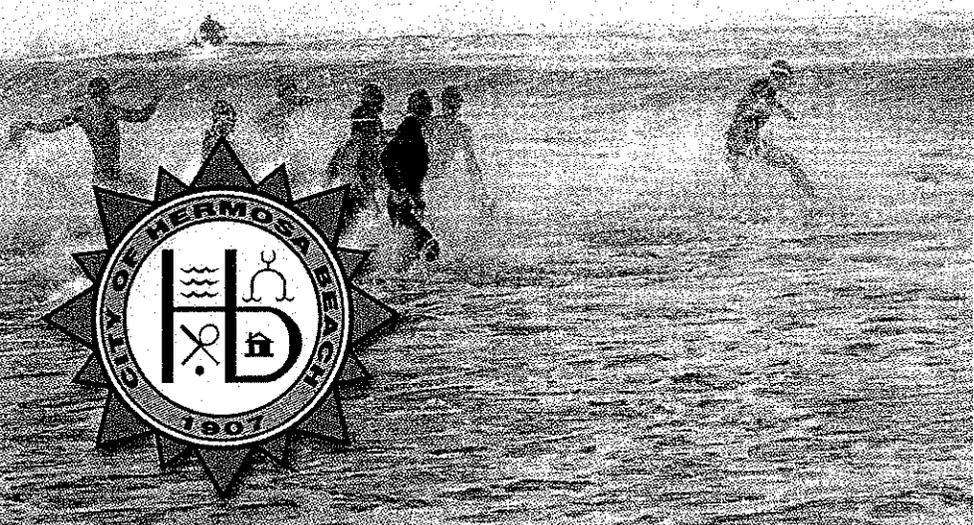
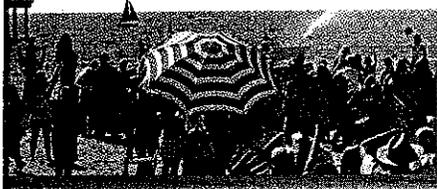
Hermosa Beach

is a special place, having one of the best beaches in the world and some of the best shops, restaurants and businesses in the South Bay. Active citizens, award-winning school system, comprehensive park and recreation programs all make Hermosa Beach one of the best places to live in Southern California.

The City Council of Hermosa Beach welcomes you. We hope that you find this directory helpful in using our many businesses and community facilities.

Again, welcome to Hermosa Beach!

Michael Keegan
Art Yoon
J-R. Reviczky
Peter Tucker
Sam Edgerton



Steve Burrell

From: Brian Simon [BrianSimon@performancepub.com]
Sent: Wednesday, January 25, 2006 2:17 PM
To: Steve Burrell
Subject: HERMOSA CHAMBER 2006-7 CENTENNIAL DIRECTORY INFO

Mr. Burrell,

Here is the info...

Your ad is always on Page 1. The rate sheet price is \$2,485. With the 15% non-profit discount, the final cost would be \$2,113.

I will send an insertion order to reserve the space once approved.

Please let me know if you need anything else. Thanks again!

Brian S.

1/25/2006



SALES BEGINNING FOR OUR CENTENNIAL DIRECTORY!

The Hermosa Beach Chamber of Commerce & Visitor's Bureau is proud to announce that its upcoming 2006/07 Business Directory and Visitors Guide will be a special edition celebrating Hermosa Beach's 100th anniversary!

We urge all our members to advertise in this once-in-a-lifetime keepsake publication that will both promote civic pride and provide businesses with a valuable and long-lasting marketing tool.

Key features and benefits of the Directory include:

- Distribution to all Hermosa Beach homes and businesses, with multiple copies continually provided to local hotels and other high-traffic locations such as banks, real estate offices, City Hall and the Chamber.
- A Special Color Feature Article on Hermosa's 25-year and older landmark businesses
- Comprehensive listings of all Chamber members by category for easy reference.
- Useful community information and editorial about local commerce and tourism.
- Special advertising sections for restaurants, shops, hotels, realtors, health care and professional service professionals.
- A feature on Hermosa's landmark businesses.
- Glossy, all-color magazine format with an extended shelf life and repeat usage.
- Credibility and positive image by association with the Chamber

Please welcome our Advertising Sales Manager, Brian Simon, from our long-time publisher Performance Publishing Group, Inc. when he contacts your business to discuss potential advertising options.

For priority placement, please fax this letter with completed information below to (310) 640-1791 or call Brian today at the phone number listed below. Thank you for your continued support.

Sincerely,

A handwritten signature in cursive script that reads 'Carla Merriman'.

Carla Merriman
Executive Director

Yes, I am interested in advertising!

Contact _____

Company _____

Phone / Fax _____

**Fax to Performance Publishing Group 310-640-1791
or call Brian at 310-647-2876.**

This fax has been sent to you because you are a member of the chamber of commerce specified above, a non-profit organization exempt from the Telephone Consumer Protection Act. Performance Publishing Group, Inc. is an agent of the chamber of commerce.

1007 Hermosa Avenue
Hermosa Beach, California 90254

tel. 310.376.0951
fax. 310.798.2594

website:
www.hbchamber.net



RATE CARD

Size	4-C
Back Cover	\$3,545
Inside Front Cover	2,965
Inside Back Cover	2,715
Page 1	2,485
Opp table of contents	2,365
Pages 2-5	2,295

Placement in First 20 Pages

Size	B/W	4-C
Full Page	\$1,835	\$2,125
2/3 Page	1,465	1,765
1/2 Page	1,145	1,415
1/3 Page	940	1,055
1/4 Page H	760	825

2006/07 Business Directory And

Visitor Guide

--Celebrating

Hermosa Beach's 100th Anniversary!--

DISTRIBUTION

- 10,000 Directories

To all homes in Hermosa Beach! Hotels, banks, Realtors, and other high-traffic locations will receive multiple copies. The directory also goes to all members, newcomers, visitors & other interested parties inquiring at the Chamber offices.

GENERAL AD RATES

Covers/Prime Positions

SPECIAL GUIDE SECTIONS

- Accommodations
- Health Care
- Real Estate
- Services
- Shopping

DEADLINES

Ad materials must be submitted two weeks from contract date.

AD SIZES - 3 COLUMN

Full Page	8 3/4 x 11 1/2
Bleed size	8 1/4 x 10 3/4
Bleed trim size	7 3/4 x 10 1/4
Bleed live area	7 1/4 x 9 3/4
Non-Bleed live	4 3/4 x 9 1/2
2/3 Page	4 3/4 x 7 1/4
1/2 Page Vert.	4 3/4 x 4 3/4
1/2 Page Hor.	7 1/4 x 4 3/4
1/3 Page Vert.	2 1/4 x 9 3/4
1/3 Page Square	4 3/4 x 4 3/4
1/4 Page Hor.	7 1/4 x 2 1/4
1/6 Page Vert.	2 1/4 x 4 3/4
1/6 Page Hor.	4 3/4 x 2 1/4
1/12 Page	2 1/4 x 2 1/4

PAYMENTS

Make Checks Payable To:
Performance Publishing Group
525 S. Douglas St. #270
El Segundo, CA 90245
(310) 524-0730

MORE INFORMATION

Brian Simon
(310) 647-2876
(310) 640-1791 Fax
(310) 376-0951 Chamber
Brian.Simon@performancepub.com
www.performancepub.com

Category Listing Section

Size	B/W
Full Page	\$1,625
2/3 Page	1,360
1/2 Page	1,045
1/3 Page	825
1/4 Page	645
1/6 Page	475
1/12 Page	345
Super Box Listing	299
Box Listing	199
Bold Listing	99
Additional Listing	99

Dining Guide

Size	4-C
Full Page	\$1,985
Large	995
Med	655
Small	475

(Note: Dining Guide has special photo and text format Please call for samples.)

Additional editorial available with each ad at no extra cost
Full Page 200 words
Large 150 words
Medium 100 words
Small 50 words