



# 2022 Visitors Guide & Business Directory

*New Albany's most-read resource for visitors,  
residents and business community*



Reach visitors coming to New Albany throughout the year for signature events, performances, shopping, weddings and family.

Engage residents as they explore their community.

Connect with the thriving New Albany business community and fellow Chamber members.

This annual marketing piece showcasing New Albany and filled with community resources and business information puts your message in front of all three audiences.

In print and online with a digital magazine featuring linked ads, the 2022 Visitors Guide & Business Directory is the foundation of a solid business plan.

This official guide includes member information listed alphabetically and by category offers a full year of advertising, market saturation and media convergence all at special Chamber member rates.

The directory will be mailed to all city residents and Chamber members, with bonus distribution to the City of New Albany, offices in the business park, New Albany City Schools, real estate offices, the library and other high traffic areas.



**Print Quantity:** 6,000

**4,500 mailed** with  
the January 2022 issue of  
*Healthy New Albany Magazine!*

**Online:** Limitless  
Extended annual shelf-life with repeat usage  
and multiple readers

**Space Closing:** November 10, 2021

**Ad Materials Due:** December 1, 2021

**Mailing:** January 2022

## Sign Up Today!

Gianna Barrett

614/572-1255

[gbarrett@cityscenemediagroup.com](mailto:gbarrett@cityscenemediagroup.com)

**The 2022 New Albany Visitors Guide & Business Directory is being produced by New Albany Chamber members CityScene Media Group – the publishers of *Healthy New Albany Magazine* & *CityScene Magazine*.**



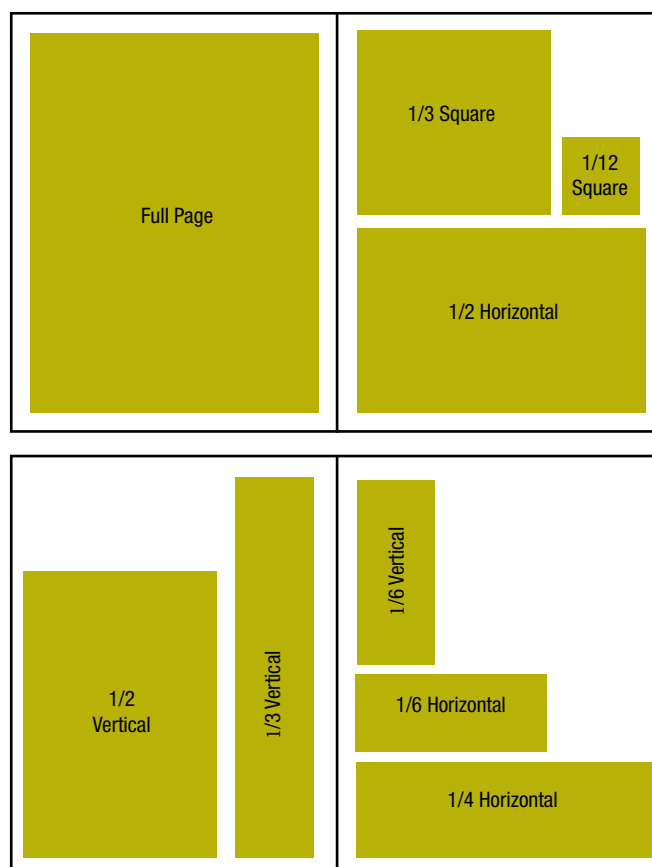
# 2022 Visitors Guide & Business Directory Ad Specifications & Mechanical Requirements

## Ad Dimensions (width x height)

Trim Size	8-1/4" x 10-7/8"
Full-Page Live Area	7-1/4" x 9-7/8"
Full-Page Bleed	8-1/2" x 11-1/8"
1/2 Page Horizontal	7-1/4" x 4-7/8"
1/2 Page Vertical	4-3/4" x 7"
1/3 Page Square	4-3/4" x 4-7/8"
1/3 Page Vertical	2-1/4" x 9-7/8"
1/4 Page Horizontal	7-1/4" x 2-1/4"
1/6 Page Vertical	2-1/4" x 4-7/8"
1/6 Page Horizontal	4-3/4" x 2-1/4"
1/12 Page Square	2-1/4" x 2-1/4"

**Space Closing: November 10, 2021**  
**Ad Materials Due: December 1, 2021**

Directory will be posted on New Albany Chamber,  
*Healthy New Albany Magazine* and  
*CityScene Magazine* websites



## Mechanical Requirements

- Electronic files are accepted in the following applications ONLY: In Design, Photoshop, Illustrator (versions CS2 or earlier). All PC/Windows files MUST be converted to a hi-res PDF. All non-PDF MAC files must include all imported art files, fonts used and software version number.
- Ads may be e-mailed in to [ads@cityscenemediagroup.com](mailto:ads@cityscenemediagroup.com). Subject line should include publication name and issue date.
- Color ads MUST be submitted as CMYK with a color proof.
- Photos should be scanned at least 300 dpi, line art 600 dpi. Photos copied from websites are not acceptable for printing.
- Ads not supplied in the correct size or format will be subject to a \$50 per hour conversion charge.

The Publisher is not responsible for typographic or print errors if materials are supplied incorrectly and are not accompanied by a proof.