

PS I  W


A COMMUNITY-DRIVEN PUBLICATION

2025

ADVERTISING
KIT



Palm Springs
CHAMBER OF COMMERCE



PS I ♥ U is a distinctive, **42-page quarterly publication** that highlights the dynamic business community of Palm Springs and the Coachella Valley.

Each issue reaches over **33,000 residents** and **2,000 local businesses** by mail, while the digital edition extends its reach even further—connecting more readers to the local stories and insights that shape our community.

YOUR BRAND, OUR COMMUNITY

Advertising in *PS I ♥ U* is your invitation to connect with the heart of Palm Springs. Our magazine opens doors for businesses—from local startups and nonprofits to national brands—to make a meaningful impact in one of California’s most iconic communities. We live here, we love it here, and we know how to work with you to connect to the audience that matters to you.

Published quarterly, *PS I ♥ U* keeps your brand visible over three months, offering repeated exposure as readers revisit each issue. With exclusive access to a community-focused audience, your brand reaches readers who value quality, local connection, and style.

Beyond print, our digital presence on the Palm Springs Chamber website broadens your reach to younger, tech-savvy residents and seasonal visitors who turn to us for local insights. This keeps your brand top-of-mind for everyone, from full-time residents and “snowbirds” to visitors drawn to the charm and lifestyle of Palm Springs.

As the official publication of the Palm Springs Chamber of Commerce, *PS I ♥ U* adds credibility and influence to your brand. When you advertise with us, you’re aligning with a trusted, vibrant community renowned for its authenticity and local impact.

Let *PS I ♥ U* be your bridge to an audience that values where they live, where they shop, and who they support.



33,000
HOUSEHOLDS



2,000
LOCAL BUSINESSES



48,000
AVG. VIEWS PER ISSUE



30 MIN
AVG. READING TIME
PER ISSUE



1,200
AVG. MONTHLY
PAGE VIEWS

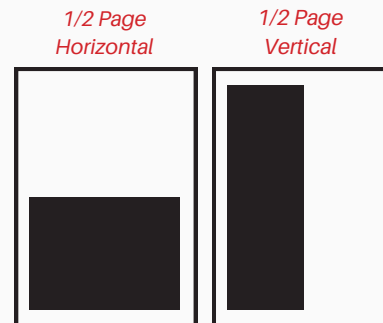
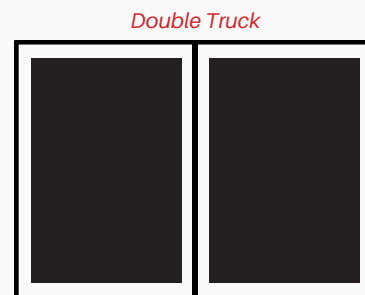


\$72K
AVG.
HOUSEHOLD
INCOME

MAXIMIZE YOUR IMPACT

Ad Rates & Visibility Options

POSITION	COST	SPECS
Double Truck	\$2,500	Trim Size 17.625" x 11.375" Bleed Size 8.875" x 11.375"
Two Page Advertorial	\$4,500	
Full Page	\$1,800	Trim Size 8.375" x 10.875" Bleed Size 8.875" x 11.375" Live Area 7.6" x 10"
Full Page Advertorial	\$2,500	
Inside Front Cover	\$2,500	
Inside Back Cover	\$2,500	
Back Cover (if available)	\$3,500	
1/2 Page - Horizontal	\$1,000	7.6" x 4.9"
1/2 Page - Vertical	\$1,000	3.6" x 10"
1/4 Page	\$600	3.6" x 4.9"



GUIDELINES

The Palm Springs Chamber of Commerce is committed to maintaining the highest quality standards across all aspects of our publication. To ensure optimal print quality and service, please adhere to the following guidelines when preparing your advertisements for production:

- **Preferred Format:** PDF X1a (embedded fonts) is highly recommended.
- **Accepted Formats:** EPS, TIFF, PSD are also acceptable.
- **Color Standards:** Printing adheres to SWOP standards; we cannot guarantee exact color matching.
- **Bleed Area:** Include a 0.25-inch bleed on all sides.
- **Safe Margins:** Keep essential content within 0.375 inches of the trim area.
- **Color Conversion:** Convert all colors to CMYK.
- **Font Embedding:** Ensure fonts are embedded in PDF files.
- **Image Resolution:** Images should be 300dpi at 100% final print size.

Following these guidelines will support a smooth production process and help us maintain the Palm Springs Chamber's high standards of excellence. Thank you for your cooperation, and we look forward to a successful collaboration.