

Advertising Rate Card

ORGANIZATION

The Chamber of Commerce of St. Joseph County serves the Greater South Bend/Mishawaka region. Through its leadership, advocacy and resources, its mission is to be a catalyst for growth and prosperity for our members and community. Founded in 1909, The Chamber is the voice for nearly 90,000 employees represented by 1,100 Chamber member businesses.

CIRCULATION

3,200 member contacts and public officials; including company CEOs, presidents, directors, managers and more.

FREQUENCY

Quarterly

FORMAT

8.5 x 11" , 24-page, 4-color magazine-style publication

EDITORIAL CONTENT

Each issue focuses on a main feature topic with companion articles, updates on Chamber initiatives and programs, member features, member news, economic info, events calendar, new member investor listings and much more!

ADVERTISING

Get in front of the top "movers and shakers" in the business community by advertising in the award-winning *The Chamber@Work* quarterly. It's the official publication of The Chamber and is the perfect business-to-business opportunity, offered exclusively to Chamber members.

MORE VISIBILITY

Get additional exposure for your advertising investment. Each issue of *@Work* is placed on The Chamber Web site at sjchamber.org for viewing. The Web site generates more than 25,000 visitors each month.

#8 Rate Card: Effective April 2011

Advertising Specs

PUBLICATION SIZE

Trim Size: 8.5 x 11"

Bleed Size: 8.75 x 11.25"

Live Area: 7.6 x 9.8"

Color / Resolution: 4-color (CMYK) 300 dpi,

*Bleeds accepted for premium ad positions. Allow 1/8 inch bleed. For back cover ad, bleed not available at bottom.

DESIGN SERVICES

Design services for ad creation available upon request. \$75 fractional ad; \$150 full-page ad. One PDF proof provided. Contact Shari Carroll at 574.234.0051, ext. 311, e-mail scarroll@sjchamber.org.

RATES AND POSITIONS

PREMIUM POSITIONS	4x	2x	1x
<input type="checkbox"/> CENTER SPREAD 17.25 w x 8.75" h includes bleed	\$2,000	\$2,200	\$2,400
<input type="checkbox"/> BACK COVER 8.75 w x 7.5" h includes bleed, mailing panel	\$1,000	\$1,100	\$1,200
<input type="checkbox"/> INSIDE FRONT COVER 8.75 w x 11.25" h includes bleed	\$950	\$1,050	\$1,150
<input type="checkbox"/> INSIDE BACK COVER 8.75 w x 11.25" h includes bleed.	\$950	\$1,050	\$1,150
<input type="checkbox"/> FULL PAGE 8.75 w x 11.25" h includes bleed	\$900	\$1,000	\$1,100



FULL PAGE



1/2 PAGE



1/4 PAGE



1/6 PAGE

FRACTIONAL AD SIZES	4x	2x	1x
<input type="checkbox"/> 1/2 PAGE 7.6 w x 4.8" h	\$500	\$550	\$600
<input type="checkbox"/> 1/4 PAGE 3.7 w x 4.8" h	\$300	\$350	\$400
<input type="checkbox"/> 1/6 PAGE 2.4 w x 4.8" h	\$200	\$250	\$300

Publishing Schedule

QUARTERLY/DEADLINES	Publication Date	Materials Deadline	Space Deadline
SUMMER '11	July 5	May 31	May 24
FALL '11	October 4	August 30	August 23
WINTER '12	January 3	November 29	November 22
SPRING '12	April 3	February 28	February 21
SUMMER '12	July 3	May 29	May 22
FALL '12	October 2	August 28	August 21
WINTER '13	January 8	December 4	November 27
SPRING '13	April 2	February 26	February 19

Materials

SUBMISSION OF AD MATERIALS

All ads must be provided to The Chamber on CD, memory stick or e-mailed, saved as an Adobe file (PDF, InDesign, Illustrator, Photoshop). The Chamber newsletter is produced using InDesign CS3 software on a PC platform. Published at 300 dpi, 4-color process. PDF files are the accepted format and should be created as Press Optimized (maximum resolution and quality). Be sure to embed all fonts into the PDF file. **Ad resizing will incur a \$50 fee.**

AD SUBMISSION CONTACT

Submit ad materials to Ad Sales Rep
Shari Carroll
scarroll@sjchamber.org
The Chamber
401 E. Colfax Ave., Ste. 310
South Bend, IN 46617
Ph# 574.234.0051, ext. 311

TO RESERVE YOUR AD SPACE

Contact Shari Carroll at 574.234.0051, ext. 311, scarroll@sjchamber.org. Advertisers must sign an advertising agreement before space can be reserved.

Ad Reservation Form

Company Name

Contact Person

Address

City

State

Zip

Phone

Fax

E-mail

Press Releases

The Chamber accepts press releases provided by Chamber members for consideration in the Member News section, dependent on space availability. The Chamber will make every effort to publish member news; however, it does reserve the right to edit material. Deadline for submission: see Space Deadline under Publishing Schedule. E-mail your press releases to Julie Stabrowski at jstabrowski@sjchamber.org.

Publication Staff

EXECUTIVE EDITOR/SALES

Shari Carroll
574.234.0051, ext. 311
scarroll@sjchamber.org

PRESS RELEASES/MEMBER SPOTLIGHTS

Julie Stabrowski
574.234.0051, ext. 315
jstabrowski@sjchamber.org

GRAPHIC DESIGN

Ben Murray
574.234.0051, ext. 342
bmurray@sjchamber.org

Terms

All ads are subject to space availability and are on a first-come, first served basis. The Chamber may refuse to accept any advertising from members who are delinquent in their payments to The Chamber. All advertisers will be invoiced for their ad insertion after said publication date unless other arrangements are made between advertiser and The Chamber.

The Chamber of Commerce of St. Joseph County approves all ads and reserves the right to edit, limit or reject any advertising or copy that The Chamber deems offensive or is in conflict with the mission of the publication and The Chamber.

The Chamber assumes no liability for products or services advertised in the newsletter. An agreement to advertise does not constitute an endorsement by The Chamber.

AD SPACE/FREQUENCY

Indicate Ad Size

Indicate Frequency

MAIL AD RESERVATION FORM TO

Shari Carroll, Ad Sales
The Chamber
401 E. Colfax Ave., Ste. 310
South Bend, IN 46617

scarroll@sjchamber.org
Ph# 574.234.0051, ext. 311
Fax # 574.289.0358

