

Advertising Rates 2011



Add the Grand Rapids Area Chamber of Commerce to your Marketing Mix! Promote your business to 2,700 fellow member businesses representing 175,000+ employees by advertising through our print and electronic channels.

Simply check the following advertising options you want and complete contact information on reverse side.

Print Advertising - *The Chamber News*

- Monthly printed newsletter
- 5,000 copies distributed to members, potential members, Chamber committees and circulated throughout their organizations
- Limited display advertising allows for greater visibility

Featured Sponsorship

- **\$5,000/per quarter insert** (number of quarters: _____/months: _____)
 - Quarterly sponsorship
 - Three (3) full page display ads in sponsored issues, 7.5w x 10h inch (this size ad reserved at this level only)
 - One (1) advertorial (advertisement promoting your business services as to resemble an editorial)
 - Company name in page footers
 - Three (3) months free banner advertising on grandrapids.org (120w x 240h pixels, inside pages)

Display Advertising

- **\$395/per ad** (number of ads: _____/months: _____)
 - 1/4 page ad, 3.625w x 4.875h inch
- **\$295/per ad** _____/months: _____)
 - 1/8 page ad, 3.625w x 2.5h inch

10% discount per ad when three (3) or more are purchased.

Specifications

- ALL ADS ARE IN FULL COLOR. Provide digitally in Adobe Illustrator or Photoshop, EPS, or high-resolution PDF formats
- Deadline: the 10th of the preceding publication month
- Submit to editor@grandrapids.org or on disk

Inserts

- **\$495/per insert** (month(s): _____)
 - Supply 5,000 copies of flat, single sheet (copies are at advertisers cost)
 - 8.5w x 11h inch text-weight stock
 - Deadline: the 15th of the preceding publication month

Seminar/Event Listings

- **\$50/per listing** (number of listings: _____/months: _____)
 - Purchase up to three (3) listings per month on the "Member Seminars, Events & Celebrations" page
 - 50-word limit per listing

Advertising Rates (cont.)

Electronic Advertising

*Customized
Packages
Available!*

Website Advertising

Grand Rapids Area Chamber of Commerce website, www.grandrapids.org, receiving over 7,500 hits per week.

- 72 dpi, eight (8) seconds of complete animation
- .GIF format or .JPG for static, non animated graphic
- Deadline: Submit at any time (allow 72 hours for banner to be "live")
- Submit to editor@grandrapids.org or on disk.

\$500/per three (3) months

- Large horizontal banner, home and inside pages
- 468w x 60 h pixels

\$250/per three (3) months

- Small horizontal banner, home and inside pages
- 234w x 60h pixels

\$375/per three (3) months

- Vertical banner, right-side column, inside pages
- 125w x 240h pixels

CGS eNews Advertising

The Chamber's monthly eNews, *Connect.Grow.Succeed*, sharing business resources, event reminders, articles, and more.

\$525/12 ads

- Vertical banner, right-side column, 125w x 240h pixels
- Sent to more than 4,500 inboxes
- Deadline: the 25th of the preceding publication month
- Submit to editor@grandrapids.org or on disk.

\$275/six ads

\$50/one ad

M2M eNews Advertising (online submissions only)

The Chamber's member to member twice-monthly eNews promoting special offers and events. A great way to build business!

\$50/per ad

- 50-word limit per advertisement
- Sent to more than 3,200 inboxes
- Logo or animated graphic included with hyperlink to advertisers website
- Limited availability (no more than 12 ads per eNews) on a first-come, first-served basis
- Deadline: 12:00 p.m. the Friday preceding publication week.
- Submissions accepted via the website: www.grandrapids.org/member-2-member (**credit card required**)

Disclaimers

- Advertisers must be Grand Rapids Area Chamber of Commerce members in good standing.
- Prepayment is required. Advertisers will be invoiced upon receipt of this agreement and ad space is guaranteed when payment is received.
- Space is subject to availability and content is subject to approval. The Chamber reserves the right to refuse any advertisement and accepts no liability for products or services advertised. An agreement to advertise does not constitute an endorsement by the Grand Rapids Area Chamber of Commerce.
- Advertiser agrees to purchase the advertising space as selected on this form.

Please Complete

Completed by: _____ Company: _____

Phone: _____ E-mail: _____

Method of Payment (*prepayment is required*): Invoice me (PO # _____) Check enclosed Credit Card

Card number: _____ Exp. Date: _____ Billing Zip Code: _____ CVC# _____

Name on Card: _____ Signature: _____