

OAKLAND BUSINESS REVIEW

OBR

MEDIA KIT



OAKLAND METROPOLITAN CHAMBER OF COMMERCE

The Oakland Metropolitan Chamber of Commerce is a private, nonprofit, membership-driven organization comprised of nearly 1,000+ business enterprises, civic organizations, nonprofit and community organizations, educational institutions, and individuals. Its mission is to provide leadership that facilitates the creation of a prosperous regional economy.

The Chamber works with its members and communities to advocate for, develop and protect Oakland's greatest assets – its businesses, its residents, its workforce, and its environment.

By convening with purpose, by communicating with compassion, by connecting communities with one another, and with the proud spirit and soul of Oaklanders, the Chamber brings together vision, creativity, and diversity, contributing to one of the most dynamic business ecosystems in the country.

475 14th Street, Suite 100
Oakland CA 94612
510.874.4800
oaklandchamber.com

Convene.

Communicate.

Connect.

The Oakland Business Review's advertising, sponsorship, and partnership programs create strong, strategic alignment, and co-branding with the Oakland Metropolitan Chamber of Commerce. Each program provides a defined budget, engagement plan, and investment value.

Investing in the Oakland Metropolitan Chamber of Commerce through the *Oakland Business Review's* advertising, sponsorships and partnerships, support programs that include economic development, education and workforce development, individual and organizational development, public policy, transportation and infrastructure, business attraction, retention, and expansion.

The *Oakland Business Review* is the bi-monthly publication of the Oakland Metropolitan Chamber of Commerce, and is the East Bay's largest, dedicated business publication.

The *Oakland Business Review* focuses on news and features in the greater East Bay, with a particular emphasis on economic development and growth, public policy advocacy, and concerns of the business community. The Chamber represents the interests of businesses ranging from innovative start-ups to multi-national legacy corporations. For additional information contact the Oakland Metropolitan Chamber of Commerce, Communications Department at communications@oaklandchamber.com

PRINT ADVERTISING OAKLAND BUSINESS REVIEW

The ***Oakland Business Review*** delivers news directly to some 3,000 Chamber members and affiliates, civic, political and community organizations, and distributes additional issues to area businesses and community outlets. Readership surveys suggest each issue is read by some 10,000 businesspeople and community leaders in and around Oakland.

- Tabloid size 11" x 17"; full color
- Year-long exposure at oaklandchamber.com and on issuu.com
- Circulation includes direct mail to Chamber members; distribution to various, select businesses and community centers and hubs in and around the greater Oakland metropolitan region, through Oakland's Business Improvement Districts, and circulation at Chamber meetings and events
- **Billing Policies:** The Chamber follows standard publishing practices, with Advertisers signing an advertising contract/insertion order prior to publication, with advertisers invoiced following publication; the Publisher reserves the right to request payment in full in advance of publication for new advertisers and/or advertisers not demonstrating timely payment pattern
- **Eligibility:** Advertising is open to both Chamber members in good standing with the Oakland Metropolitan Chamber of Commerce, and non-members
- **Deadlines:** Deadlines for space reservation and artwork submission are according to the annual publication and production schedule

PRINT ADVERTISING OAKLAND BUSINESS REVIEW EDITORIAL CALENDAR

ISSUE	EDITORIAL FOCUS*	SPECIAL AD SECTION	SPACE RESERVE	MATERIALS DUE
JAN/FEB 2018	<ul style="list-style-type: none"> • PORT OF OAKLAND • TRANSPORTATION 	<ul style="list-style-type: none"> • RESTAURANT WEEK • LUNAR NEW YEAR • BLACK HISTORY MONTH 	DEC 20	DEC 25
MAR/APR 2018	<ul style="list-style-type: none"> • TAX & ACCOUNTING • LEGAL • OAKLAND A'S SEASON 	<ul style="list-style-type: none"> • OAKLAND A'S OPENER • WOMEN'S HISTORY MONTH 	FEB 20	FEB 25
MAY/JUN 2018	<ul style="list-style-type: none"> • SMALL BUSINESS MONTH • HEALTHCARE 	<ul style="list-style-type: none"> • LGBTQ PRIDE MONTH 	APR 20	APR 25
JUL/AUG 2018	<ul style="list-style-type: none"> • BANKING/FINANCE • INSURANCE 	<ul style="list-style-type: none"> • INDEPENDENCE DAY 	JUN 20	JUN 25
SEP/OCT 2018	<ul style="list-style-type: none"> • EDUCATION • NONPROFITS 	<ul style="list-style-type: none"> • NATIONAL HISPANIC AWARENESS MONTH • FILIPINO AMERICAN HISTORY MONTH • NATIONAL ARTS & HUMANITIES MONTH • WARRIORS SEASON OPENER • OAKLAND PRIDEMONTH 	AUG 20	AUG 25
NOV/DEC 2018	<ul style="list-style-type: none"> • HOLIDAY ISSUE • COMMERCIAL REAL ESTATE 	<ul style="list-style-type: none"> • HOLIDAY EVENTS 	OCT 20	OCT 25

**Subject to change.*

Note: Space reservation or materials dates falling on Sunday or holidays fall on next regular business day unless otherwise communicated to advertisers.

PRINT ADVERTISING

OAKLAND BUSINESS REVIEW

RATE CARD

- RATES EFFECTIVE JANUARY 1, 2018 (JAN/FEB 2018 ISSUE)
- ALL RATES BASED ON FULL-COLOR AD
- SET-UP/TYPOGRAPHY CHARGE MAY BE INCURRED
- DESIGN SERVICES AVAILABLE; PLEASE INQUIRE FOR ESTIMATE OF SERVICE
- FULL PAGE AD PREMIUM POSITION RATE (PAGE 2/INSIDE COVER; INSIDE BACK COVER: + 15%)
- INSERTS - \$500
- NON-COMMISSIONABLE; NO AGENCY DISCOUNTS
- NONPROFIT DISCOUNT: 3%
- 3x OR 6X FREQUENCY CONTRACT FULL PREPAY DISCOUNT: 5%
- NON-MEMBER AD RATES: RATE CARD +45%

RATES EFFECTIVE Jan 1, 2018

AD SIZE	WIDTH	DEPTH	1x	3x	6x
Full page	10"	15.75"	\$1475	\$1400	\$1350
1/2 page	7.7" 10"	10" 7.7"	\$ 850	\$ 800	\$ 765
1/3 page	4.9"	10"	\$ 600	\$ 565	\$ 550
1/4 page	4.9" 7.7"	7.7" 4.9"	\$ 480	\$ 460	\$ 440
1/6 page	4.9"	4.9"	\$ 320	\$ 300	\$ 275
1/8 page	2.37" 4.9"	7.7" 3.75"	\$ 230	\$ 210	\$ 195
1/12 page	2.37" 4.9"	4.9" 2.37"	\$ 175	\$ 165	\$ 155
Back Cover full	10"	15.75"	\$1800	\$1740	\$1700
Center Spread full	20"	15.75"	\$2450	\$2375	\$2260
Business Card page	2.37"	4.9"	\$ 125	NA	NA

PRINT ADVERTISING

2018 MEMBERSHIP DIRECTORY & BUYER'S GUIDE

The **Membership Directory & Buyer's Guide** is the Chamber's annual published membership directory, which serves as a resource tool for both Chamber members, and non-members. The directory is also featured on the Chamber website as an electronic document, offering clickable links to premium and display advertisers, as well as clickable, enhanced logos in the directory sections.

- 8.5" x 11" full-color, magazine-style print publication
- Complimentary to members of the Oakland Metropolitan Chamber of Commerce
- Contains alphabetical and categorized listing sections featuring all Chamber members in good standing
- Includes News and features about standing Chamber committees, programs, events, Board of Directors, etc.
- Includes member-driven content
- Year-long exposure at oaklandchamber.com and issuu.com
- Past surveys indicate a readership in excess of 7,500 print readers; online version generates an average of 6,100 unique views monthly
- Eligibility: Advertisers must be members in good standing with the Oakland Metropolitan Chamber of Commerce. Advertising is open to non-members; please inquire for open rate card

A popular, highly anticipated business resource

Showcase products and services through display advertising, special editorial content, and enhanced listing options to gain maximum exposure and impact through the entire year.

2018 Membership Directory & Buyers Guide

Publication Date JUN 1, 2018

Ad Reservation MAY 1, 2018

Artwork Due MAY 15, 2018



THE UNDERSIGNED AGREES TO PURCHASE ADVERTISING SPACE IN "OAKLAND BUSINESS REVIEW" AND RELATED OAKLAND METROPOLITAN CHAMBER OF COMMERCE MEDIA PROPERTIES AS SPECIFIED.

Company: _____

Address: _____

Contact: _____ Position: _____

Phone: _____ Fax: _____

Please indicate which issue(s) your ad is to run:

ISSUE	SIZE	# INSERTION(s)	FREQUENCY RATE	PREMIUM
JAN/FEB 2018	_____	_____	_____	Y / N
MAR/APR 2018	_____	_____	_____	Y / N
MAY/JUN 2018	_____	_____	_____	Y / N
JUL/AUG 2018	_____	_____	_____	Y / N
SEP/OCT 2018	_____	_____	_____	Y / N
NOV/DEC 2018	_____	_____	_____	Y / N

NOTES:

Subtotal \$ _____

Premium Placement + %15 \$ _____

Qualified Nonprofit discount {3%} \$ _____

Annual frequency contract
5% Pre-payment Discount (3x or 5x) \$ _____

TOTAL DUE: \$ _____

SIGNATURE: _____

EMAIL: _____

BILLING ADDRESS: _____

DATE: _____

ERRORS: The Publisher/Oakland Chamber of Commerce and its partners assume no responsibility for typographical errors or omissions of copy in advertiser submissions.

ADVERTISING CONTRACT & INSERTION ORDER OAKLAND BUSINESS REVIEW

FOR INFORMATION
JULIA LEHMAN / MEDIA SALES
PHONE: 510.874.4808
FAX: 510.839.8817
email: communications@oaklandchamber.com

475 14th Street, Suite 100
Oakland CA 94612
510.874.4800
oaklandchamber.com

ONLINE ADVERTISING OAKLAND BUSINESS REVIEW EDITORIAL CALENDAR

The Oakland Business Review delivers news directly to some 2,500 Chamber members, civic, political and community organizations, and distributes another several hundred issues to area businesses and community outlets. Readership surveys suggest a readership in excess of 10,000 businesspeople and community leaders in and around Oakland.

- Tabloid size 11" x 17"; full color
- Year-long exposure at oaklandchamber.com and on issuu.com
- Circulation includes direct mail to Chamber members; distribution to various, select businesses and community centers and hubs in and around the greater Oakland metropolitan region, through Oakland's Business Improvement Districts, and circulation at Chamber meetings and events
- Billing Policies: The Chamber follows standard publishing practices, with Advertisers signing an advertising contract/insertion order prior to publication, with advertisers invoiced following publication; the Publisher reserves the right to request payment in full in advance of publication for new advertisers and/or advertisers not demonstrating timely payment pattern
- Eligibility: Advertising is open to both Chamber members in good standing with the Oakland Metropolitan Chamber of Commerce, and non-members
- Deadlines: Deadlines for space reservation and artwork submission are according to the annual publication and production schedule.