



# Media Kit

*Print & Online ADVERTISING OPPORTUNITIES*

*Advertising with the Greater Vancouver Chamber of Commerce is an incredible resource for members looking for a means to market their business in and around Southwest Washington. GVCC members receive the benefit of greatly reduced pricing compared to other advertising venues. You can use this guide as a tool to help you choose which type of advertising is best suited to your business.*

## **VISION MAGAZINE**

The Greater Vancouver Chamber of Commerce's VISION Magazine is a full-color, high-gloss publication produced on a bimonthly basis (six issues per year). Each issue, 24 pages, is mailed to the Chamber's 1,200+ members and distributed throughout the community from city buildings to prospective members. In addition to the distributed, high-quality print version of the magazine, GVCC also publishes a digital version of each issue, directly linking readers to advertisers' websites. The digital version of the magazine is displayed prominently on the GVCC website, which averages 28,000 hits per week. Each issue of publication reaches approximately 20,000 people through its print and digital mediums.

## **BUSINESS MATTERS (Weekly eNewsletter)**

Business Matters weekly e-news is sent to roughly 4,000 individuals in the local business community, including GVCC members. Published Ads in Business Matters are prominently displayed on in a column on the right column of the e-blast, and link directly to a URL of your choice. Specs: The ad can be no larger than 120 pixels wide by 240 tall in JPEG, PNG, or GIF format.

## **ONLINE AT VANCOUVERUSA.COM**

Advertising on the Chamber website is a great way to reach members, non-members, and relocating residents/businesses. [VancouverUSA.com](http://VancouverUSA.com) averages 28,000 hits per week. Rotating web ads appear on a rotational basis among three slots; each time the page is refreshed or re-directed, the three slots will rotate which ads appear. One slot may be purchased as a premium, non-rotational space to ensure that your ad is always visible. A tracking report is available upon request.

*We offer our members a no cost, no obligation assessment to help customize the right mix for your business and your budget to help you meet your marketing goals.*

Contact Sarah Cooke, GVCC Marketing & Communications Manager at [scooke@vancouverusa.com](mailto:scooke@vancouverusa.com) or by phone at 360.567.1058.

# VISION Magazine: Ad Contract

\_\_\_\_\_ (Advertiser) hereby authorizes the Greater Vancouver Chamber of Commerce (GVCC) to insert the following advertisement(s) in the Vancouver VISION Magazine for the duration of this agreement, starting \_\_\_\_\_ and ending \_\_\_\_\_.

## ADVERTISER INFORMATION

Company: \_\_\_\_\_  
Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Ad Designer (if applicable): \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## SPECIFICATIONS

SIZE OPTIONS <i>PDF format, CMYK, 300+ dpi</i>	DIMENSIONS <i>Width x Height, inches</i>	PRICE PER AD			
		<i>1-2 Issues</i>	<i>3-4 Issues</i>	<i>5-6 Issues</i>	
<input type="checkbox"/> Full Page	8.5 x 11 (with 0.25 bleeds)	\$1100	\$935	\$770	*updated
<input type="checkbox"/> 1/2 Page - Horizontal	7.25 x 4.719 (NO bleeds)	\$650	\$605	\$550	*updated
<input type="checkbox"/> 1/3 Page - Vertical	2.875 x 11 (with 0.25 bleeds)	\$495	\$465	\$440	*updated

Please select the issue(s) in which your ad is to appear, first come first serve basis\*:

- JANUARY/FEBRUARY       MARCH/APRIL       MAY/JUNE  
 JULY/AUGUST       SEPTEMBER/OCTOBER       NOVEMBER/DECEMBER

Total cost (rate per ad x number of ads): \_\_\_\_\_

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Date

**AD SUBMISSION.** The Advertiser assumes full responsibility for providing print-ready ad materials to GVCC **by the 5<sup>th</sup> of the month prior to publication** - unless otherwise specified by GVCC. You must be a GVCC member without outstanding dues to place ads in the VISION Magazine. Send finished ads in PDF format (CMYK at 300 dpi or greater) to [scooke@vancouverusa.com](mailto:scooke@vancouverusa.com).

\*Ads are chosen in order of first come first serve, where the first ads to be received will be the ones to be placed first. Please select potential dates of the issues you'd prefer your ad to be included into.

**PAYMENT.** Upon receiving ad from the advertiser, the GVCC will send an invoice to the contact listed above.

**LIABILITY & AUTOMATIC REPEATS.** Without materials or instructions from the Advertiser, GVCC reserves the right to repeat the Advertiser's latest ad of the same size (when applicable). Any advertising not used by the end of this agreement period shall be deemed waived by the Advertiser and will not be furnished thereafter. Placement of advertisements is subject to the judgment of GVCC unless otherwise documented. GVCC reserves the right to reject any advertisement considered objectionable and will not accept responsibility for any claims made by the Advertiser.

**QUESTIONS?** Contact Sarah Cooke at [scooke@vancouverusa.com](mailto:scooke@vancouverusa.com)

# VancouverUSA.com & eNewsletter: Ad Contract

\_\_\_\_\_ (Advertiser) hereby authorizes the Greater Vancouver Chamber of Commerce (GVCC) to insert the following advertisement(s) on/in GVCC's website or Business Matters e-news for the duration of this agreement, starting \_\_\_/\_\_\_/2019 and ending \_\_\_/\_\_\_/2019.

## ADVERTISER INFORMATION:

Company: \_\_\_\_\_  
Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

## PLEASE CHOOSE FROM THE FOLLOWING OPTIONS:

### **#1 HOMEPAGE WEBSITE ADS** | Top of Homepage placement for up to four ads only – random rotation.

*Specs: 480 pixels wide by 60 pixels tall / RGB/ JPEG or PNG / Resolution of 72+ dpi*

\$200 per month with a 3 month contract       \$135 per month with a 6 month contract

### **#2 ROTATING WEBSITE ADS** | Rotates among three available ad spaces throughout the site.

*Specs: 480 pixels wide by 60 pixels tall / RGB/ JPEG or PNG / Resolution of 72+ dpi*

#### 6 Month contracts only

\$95/Middle Horizontal - HOMEPAGE       \$70 Directory/Events/MIC - SUBPAGES  
 \$85/Lower Horizontal - HOMEPAGE       \$40 Directory Listing Categories ONLY

### **#3 BUSINESS MATTERS E-NEWS AD** | Static ad in weekly eNewsletter per available space.

*Specs: 120 pixels wide by 240 pixels tall / RGB/ JPEG or PNG / Resolution of 72+ dpi*

\$125 per month with a 3-month contract       \$75 per month with a 6-month contract

Select which months you would like to run your ad:

JAN  FEB  MAR  APR  MAY  JUNE  JULY  AUG  SEPT  OCT  NOV  DEC

Total cost (rate per month x number of months): \_\_\_\_\_

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Date

**AD SUBMISSION & CHANGES.** The Advertiser is responsible for providing GVCC with web-ready advertisements. Send completed ads to [scooke@vancouverusa.com](mailto:scooke@vancouverusa.com). GVCC may charge \$50 for changes to the ad during contract term.

**PAYMENT.** Upon receiving ad from the advertiser, the GVCC will send an invoice to the contact listed above.

**LIABILITY & AUTOMATIC REPEATS.** Without materials or instructions from the Advertiser, GVCC reserves the right to repeat the Advertiser's latest ad of the same size (when applicable). Any advertising not used by the end of this agreement period shall be deemed waived by the Advertiser and will not be furnished thereafter. Placement of advertisements is subject to the judgment of GVCC unless otherwise documented. GVCC reserves the right to reject any advertisement considered objectionable and will not accept responsibility for any claims made by the Advertiser.

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