

Marketing & Advertising



The Greater Vancouver Chamber of Commerce (GVCC) offers members an exclusive opportunity to advertise our growing SW Washington membership. The following options are fit for any budget. Advertising with the GVCC 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. Use this guide as a tool to help you choose the advertising best suited to your business.

VISION Magazine (Print & Digital)

The Greater Vancouver Chamber of Commerce's VISION Magazine is a full-color, high-gloss magazine published on a bimonthly basis (six issues per year) by the Chamber for the SW Washington business community. Each issue is mailed to the Chamber's 1,200+ members and distributed throughout the area at popular meeting spaces to prospective members. 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 Chamber's website, which averages 28,000 hits per week. Each issue of publication reaches approximately 20,000 people through its print and digital platforms.

Here are two different opportunities to market your business in VISION:

Display Ad: Marketing in print is a great fit when your business' logo and branding stands out from the rest. Have a talented artist on staff? Consider the high-gloss, color advertisements to be printed alongside VISION's features and contributed columns. Buy in bulk or separate the investments to one or two editions at a time.

Ad sizes offered are at 1/3 (approx. 3x11"), 1/2 (approx. 7x5"), and Full Page (8.5x11").

Advertorial: If writing about your business is better fit to your brand, an advertorial would a perfect choice. This is an opportunity to have a contributed piece inside the magazine, featuring your business, with you or one of your staff as author. Some topics for businesses to cover include: services your business offers, announcements, or event invitations. With the Chamber's final editing, your business feature will be presented along with other professional articles inside VISION. *Advertorial sizes offered are at 1/2 Page (300 Words) and Full Page (600 Page).*

Weekly eNewsletter

The Chamber's weekly eNewsletter "Business Matters" reaches 4,000 individuals in the local business community. Advertisements featured in "Business Matters" are prominently displayed and stand out from the content of the Chamber's weekly updates. *Ad sizes include 2400x1200px and 120x240px contracted time-frame.*

On VancouverUSA.com

Advertising on the GVCC website is a great way to reach members, non-members, and relocating residents and businesses. VancouverUSA.com averages 28,000 hits per week. Rotating web ads appear on the Chamber's homepage first, and will follow the user to each page they click through to. Each time the page is refreshed or re-directed, the banner slot will rotate which ads will appear. You may purchase a premium space, ensuring your advertisement is first in the rotation each time. A tracking report is available upon request.

Banner ad size is 480x60px.

PLEASE SUBMIT ALL ADVERTISEMENTS TO SARAH COOKE AT SCOOKIE@VANCOUVERUSA.COM

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VISION Magazine: Display Ad Contract 2020

_____ (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 on _____ and ending on _____.

Advertiser Information

Company: _____
Address: _____ City & State: _____ Zip: _____
Contact: _____ Title: _____
Phone: _____ Email: _____
Ad Designer (if applicable): _____ Email: _____

Display Ad Specifications

Note: .pdf format; CMYK, 300+ dpi. Dimensions listed in Inches, Width x Height.

<u>Size Options</u>	<u>Dimensions</u>	<u>Rate Per Ad</u>		
		1-2 Issues	3-4 Issues	5-6 Issues
<input type="checkbox"/> Full Page	8.5 x 11 (0.25 bleeds)	\$1130	\$960	\$790
<input type="checkbox"/> 1/2 Page (Horizontal)	7.25 x 4.719 (NO bleeds)	\$670	\$620	\$560
<input type="checkbox"/> 1/3 Page (Vertical)	2.875 x 11 (0.25 bleeds)	\$510	\$480	\$450

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 Editions): _____

Advertiser Signature

Date

AD SUBMISSION. The Advertiser assumes full responsibility for providing print-ready materials to GVCC **by the first Friday of the month prior to publication** - unless otherwise specified by GVCC. Content must be delivered in .pdf format, CMYK, 300+ dpi. Dimensions (if including bleeds) must be present in the submitted AD file. You must be a GVCC member without outstanding dues to place an ad. *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.

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VISION Magazine: Advertorial Contract 2020

_____ (Advertiser/Writer) hereby authorizes the Greater Vancouver Chamber of Commerce (GVCC) to insert the following advertorial(s) in the Vancouver VISION Magazine for the duration of this agreement, starting on _____ and ending on _____.

Advertiser Information

Company: _____
Address: _____ City & State: _____ Zip: _____
Contact: _____ Title: _____
Phone: _____ Email: _____

Advertorial Specifications

Note: .doc format for COPY; high-resolution .png or Native File for LOGO. Must equal word count; GVCC may adjust.

<u>Size Options</u>	<u>Rate Per Advertorial</u>
<input type="checkbox"/> Full Page (600 Words) + LOGO	\$1130
<input type="checkbox"/> ½ Page (300 Words) + LOGO	\$670

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 Advertorial x Number of Editions): _____

Advertiser Signature

Date

ADVERTORIAL SUBMISSION. The Advertiser assumes full responsibility for providing print-ready materials to GVCC **by the first Friday of the month prior to publication** - unless otherwise specified by GVCC. Copy must be written in 1st or 3rd person, either in the form of News or in the form of a Column. Page will include the category "SPONSORED CONTENT." You must be a GVCC member without outstanding dues to place ads in the VISION Magazine. *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.

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VISION Deadlines:

January/February Edition – Ads Due: December 6, 2019

March/April Edition – Ads Due: February 7, 2020

May/June Edition – Ads Due: April 3, 2020

July/August Edition – Ads Due: June 5, 2020

September/October Edition – Ads Due: August 7, 2020

November/December Edition – Ads Due: October 9, 2020

Weekly eNewsletter & VancouverUSA.com Deadlines:

Ads are due the 25th of the month prior to inclusion.

For instance, if you'd prefer your ad included at the start of the February 2020 eNewsletter, send in your ad by January 25, 2020.

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PAYMENT & LIABILITY. Upon receiving ad from the advertiser, GVCC will send an invoice to the contact listed per contract. Placement of advertisements is subject to the judgment of GVCC unless otherwise documented in prior agreement. GVCC reserves the right to reject any advertorial considered objectionable and will not accept responsibility for any claims made by the Advertiser. GVCC reserves the right to edit copy or graphics as GVCC sees fit.

Thank you for your interest in advertising with the Greater Vancouver Chamber of Commerce.

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