



Media Kit 2014

ADVERTISING WITH YOUR CHAMBER

Advertising with the Greater Vancouver Chamber of Commerce is another resource for members looking for a low cost means to market their business. 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.

VANCOUVER VISION MAGAZINE (replaced ChamberNews)

The Vancouver VISION Magazine is a full-color, high-gloss publication produced on a bimonthly basis (six issues per year). Each issue, which ranges from 20-24 pages, is mailed to the Chamber's 1,100+ 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. Advertisements are due by the 10th of the month prior to publication. **Ads range from \$125 - \$1,500.**

BUSINESS MATTERS WEEKLY E-NEWSLETTER

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. Ads range from \$75- \$675.**

VANCOUVERUSA.COM

Advertising on the Chamber website is a great way to reach members, non-members, and relocating residents/businesses. **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.

- PREMIUM WEB AD:** Appears in the same slot on every page of the website.
Ads range from \$175- \$1,000.
- ROTATING AD:** Rotates among three available ad spaces throughout the site.
Ads range from \$75- \$700.

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 Chandra Chase: 360-567-1056, cchase@vancouverusa.com



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 / /2015 and ending / /2015.

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, 300+ dpi</i>	DIMENSIONS <i>Width x Height, inches</i>	PRICE PER AD			
		1-2 Issues	3-4 Issues	5-6 Issues	
<input type="checkbox"/> Full Page	7 ³ / ₄ x 9 ³ / ₄	\$900	\$750	\$700	
<input type="checkbox"/> 1/2 Page	7 ¹ / ₂ x 5	\$600	\$550	\$500	
<input type="checkbox"/> 1/3 Page Vertical	2.5 x 10.5	\$450	\$425	\$400	*increase
<input type="checkbox"/> 1/3 Page Square	5 x 4 ¹ / ₂	\$450	\$425	\$400	
<input type="checkbox"/> 1/6 Page	2 ¹ / ₂ x 4 ¹ / ₂	\$300	\$275	\$250	*increase
NON-MEMBER OPTION					
<input type="checkbox"/> 1/2 Page	7 ¹ / ₂ x 5	\$1,500			

Please select the issue(s) in which your ad is to appear:

- 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 10th of the month prior to publication. Send finished ads in PDF format (300 dpi or greater) to Chandra Chase at cchase@vancouverusa.com.

PAYMENT. After the ad has been published, an invoice will be sent to the address provided above. Payment is due within 30 days of invoice.

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 Chandra Chase at 360-567-1056 or cchase@vancouverusa.com



VancouverUSA.com / Business Matters Weekly e-News

ADVERTISING 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 / /2015 and ending / /2015.

ADVERTISER INFORMATION:

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

PLEASE CHOOSE FROM THE FOLLOWING OPTIONS:

#1 PREMIUM WEB AD | Top of Homepage placement for up to four ads only – random rotation.

Specs: 480 pixels wide by 60 pixels tall / JPEG, PNG, GIF / Resolution of 72 + dpi

Member Cost

- \$450 per month
- \$250 per month with a 3 month contract
- \$135 per month with a 6 month contract

Non-Member Cost

- \$1,000 per month
- \$900 per month with a 3-month contract
- \$800 per month with a 6-month contract

#2 BLOCK or HORIZONTAL WEB AD | Rotates among three available ad spaces throughout the site.

Specs: Either 480w x 60t OR 180w x 150t / JPEG, PNG, GIF / Resolution of 72 + dpi

Member Cost

- \$200/block \$185/horz per month
- \$125/Block or 110/horz 3-month contract
- \$95 Block or \$85/horz with 6-month contract

Non-Member Cost

- \$700 per month
- \$600 per month with a 3-month contract
- \$500 per month with a 6-month contract

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

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

Member Cost

- \$55 per week
- \$175 per month
- \$125 per month with a 3-month contract
- \$75 per month with a 6-month contract

Non-Member Cost

- \$175 per week
- \$675 per month
- \$600 per month with a 3-month contract
- \$500 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): _____

PAYMENT INFORMATION:

Payment options are: Check Visa MasterCard American Express Discover

NAME ON CARD: _____ CARD #: _____ EXP. DATE: _____

BILLING ADDRESS: _____ CITY/ STATE/ZIP: _____

Advertiser Signature

Date

AD SUBMISSION & CHANGES. The Advertiser is responsible for providing GVCC with web-ready advertisements. Send completed ads to cchase@vancouverusa.com. GVCC may charge \$50 for changes to the ad during contract term.

PAYMENT & LIABILITY. Unless otherwise arranged, payment is due in full prior to the ad being posted on GVCC's website. Any advertising not used by the end of this agreement period shall be deemed waived by the Advertiser and will not be furnished thereafter. 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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