

Elgin Area Chamber Monthly Printed Newsletter Ad Pricing



When you are looking for effective advertising, the Elgin Area Chamber Business Review newsletter is a great avenue for targeted exposure! Over 600+ member companies with more than 1,600 member contacts receive the Chamber's monthly printed newsletter – definitely a cost-effective marketing opportunity! Think of it as an alternative to direct mail advertising, but without the expense of postage and envelopes – especially when you use the newsletter insert option!

Standard Position Advertisements (Full Color Inside):					
<u>Page Size</u>	<u>1 Month</u>	<u>3 Months</u>	<u>6 Months</u>	<u>12 Months</u>	<u>Ad Size</u>
1/2 page	\$300	\$280/month	\$260/month	\$240/month	7.5" x 4.5"
1/4 page	\$175	\$163/month	\$152/month	\$140/month	3.5" x 4.5"
Business Card	\$100	\$93/month	\$87/month	\$80/month	3.5" x 1.75"

Premier Position Advertisements (Full Color Back Cover - Availability Limited)					
<u>Page Size</u>	<u>1 Month</u>	<u>3 Months</u>	<u>6 Months</u>	<u>12 Months</u>	<u>Ad Size</u>
1/2 page	\$450	\$420/month	\$390/month	\$360/month	7.5" x 4.5"
1/4 page	\$250	\$233/month	\$217/month	\$200/month	3.5" x 4.5"
Business Card	\$150	\$140/month	\$130/month	\$120/month	3.5" x 1.75"

Ad space must be reserved by the 10th day of the month prior to publication issue. Camera-ready artwork must be delivered within the following 5 business days. Camera-ready art is accepted in pdf, eps, jpg, and tif files. Copy can be saved as Simple Text or as a Word file. Media can be received via e-mail, on CD ROM, or DVD ROM. Photos need to be at least 300 dpi. All half tones should be 120-line screen. We are unable to accept ink-jet printouts. We are unable to guarantee the results of reverses, burns, and fine print. Ads do not float and will be re-bordered to fit the correct size. Any ad contracted for more than one month that is changed during the duration will be subject to an additional cost of \$35 per change.

Inserts					
	<u>1 Month</u>	<u>3 Months</u>	<u>6 Months</u>	<u>12 Months</u>	<u>Ad Size</u>
	\$350	\$327/month	\$303/month	\$280/month	8 1/2" x 11"

A proof must be submitted and approved before delivery of inserts to the Chamber. Paper must be 20 to 60 lb offset paper in any color. 1,700 final printed inserts must be supplied to the Chamber flat (not folded) on the 20th of the month prior to publication issue, unless otherwise stated. The rate charged for inserts above the 60 lb paper level will be charged a minimum of double the rate on the schedule. A maximum of four 60 lb or less inserts will be included per month. Shortages will be filled with black-and-white photocopies, and the advertising organization will be invoiced for any additional expenses the Chamber incurs.

Please circle month(s) ad is to be run:

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

We will do our best to give you your first choice of dates, given the desire for advertising by our members. All ads must meet exact size specifications. Payment is due in advance by check or VISA/MasterCard. The Chamber reserves the right to reject any advertisement that does not conform to the terms of this agreement, based on content, and/or if in competition with our own programs/events. The Chamber shall not be held liable for any advertiser copy or other material received from the advertiser. Graphics supplied should be clear of all copyrights. Advertising rates are subject to change without notice. Terms are deemed agreed upon via the completion the signature below.

Authorized Signature: _____ Date: _____

Business Name: _____

Name on Card: _____ Card Number: _____

Exp. Date: _____ Validation Code: _____ Zip Code: _____

Please return by e-mail to cgieske@elginchamber.com or by fax to 847-741-5677.

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