



THE WOODLANDS AREA  
**CHAMBER**  
*of* COMMERCE

# MEDIA KIT

## **Contact**

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# Monthly Magazine | Business Today

## RATES

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
<b>1/8 page</b>	\$305	\$285/month	\$260/month	\$225/month
<b>1/4 page</b>	\$430	\$390/month	\$350/month	\$300/month
<b>1/2 page</b>	\$705	\$655/month	\$600/month	\$550/month
<b>Full page</b>	\$1,305	\$1,175/month	\$1,060/month	\$950/month

	3 MONTHS	6 MONTHS	12 MONTHS
<b>INSIDE FRONT COVER 1/2 PAGE</b>	\$715/month	\$700/month	\$680/month

	1 MONTH	3 MONTHS OR MORE
<b>BOTTOM BANNER</b>	\$325	\$290/month

**BACK COVER** — \$1,600/month

**PROFILE OF SUCCESS** — \$600 each

A Profile of Success is a great way to share your business story. Explain at length your company, expansion or detail your expertise and services. Members submit copy including up to 450 words and a high-resolution image or logo.

## MATERIALS & DEADLINES

- Submit artwork to [Lauren.Joerg@WoodlandsChamber.org](mailto:Lauren.Joerg@WoodlandsChamber.org)
- Closing date for space reservations is the 1st of the month previous to the month ad appears
- Artwork is due on the 10th day of the month previous to the month when ad will run
- Ads should be provided as a high-resolution PDF (CMYK, no spot/PMS colors) built to exact size, with no bleeds included unless it is a full-page ad
- Preferred format for artwork submission is PDF or JPEG

## AD SPECIFICATIONS

1/8 page	3.75" W x 2.25" H
1/4 page	3.75" W x 4.75" H
1/2 page	7.75" W x 4.75" H
Full page	8.75" W x 11.25" H
Profile of Success	7.75" W x 4.75" H
Bottom Banner	7.75" W x 1.25" H
Back Cover	
Bleed Size:	8.75" W x 11.25" H
Trim Size:	8.5" W x 8.875" H
Live Image Area*:	7.5" W x 8.25" H
*Area of image clear of back cover trim and safe from mailing placement	

## Online Distribution

Business Today is posted to these community websites for viewing, reading, sharing and linking in addition to The Chamber's social media pages:

[WoodlandsChamber.org](http://WoodlandsChamber.org) | [WoodlandsOnline.com](http://WoodlandsOnline.com) | [WoodlandsDirectory.com](http://WoodlandsDirectory.com)

## Print Distribution | 4,000 Magazines Monthly

### 1,800 MAILED TO CHAMBER MEMBERS

Every month, Chamber representatives are mailed the latest issue.

### 830 MAILED TO PROSPECTIVE CHAMBER MEMBERS

Business Today is mailed to non-Chamber member businesses (with five or more employees in 77380 and 77381) receive monthly copies of Business Today to share

### 370 THE CHAMBER OFFICE AND EVENTS

Business Today can always be found in The Chamber lobby and conference rooms and at all monthly business connection events.

### 450 AREA DISTRIBUTION

Market Street, Visit The Woodlands and the Shenandoah Convention and Visitors Bureau receive monthly copies of Business Today to share.

### 250 NEW COMMUNITY RESIDENTS

Through a partnership with Lone Star Greeting Service, Business Today is included in welcome packets distributed to new residents in The Woodlands, Oak Ridge North, Shenandoah, Magnolia, North Spring and South Conroe (77316, 77354, 77380, 77381, 77382, 77384, 77385, 77386 and 77389)

### 200 RELOCATION PACKETS AND PROSPECTIVE MEMBERS

Business Today is distributed in relocation packages and visitor bags that residents can request from The Chamber for guests, weddings, conferences and businesses.

## Email Marketing | Member Minute

### MEMBER TO MEMBER EMAIL MARKETING: \$100 per email

*Excellent choice for events, call for donations or volunteers and special promotions.*

- Send an email to more than 4,000 active Chamber representatives
- Select your specific distribution dates (Member Minute is sent out every Thursday)
- Links directly to your website or document
- First come, first placed distribution
- Limited space available: 10 placements per week
- Easy submissions directly on [WoodlandsChamber.org/Member-Minute](http://WoodlandsChamber.org/Member-Minute)



**Reach 4,000+**  
Active Chamber  
Representatives

## Online Advertising | WoodlandsChamber.org

### WEB BANNER AD: \$300 per 30 days

*Excellent choice for events, special promotions and premiere brand awareness.*

- Select your targeted 30-day advertising period
- Priority placement includes rotation on every page (right or left section)
- Ads will rotate every 7.5 seconds
- Web advertiser receives top priority placement in your selected categories during an ad run
- Advertiser provides banner artwork: 480 x 60 px in a jpeg or png
- Limited space available: 8 rotations
- Submit artwork to [Lauren.Joerg@WoodlandsChamber.org](mailto:Lauren.Joerg@WoodlandsChamber.org)
- Optional design fee: \$50 — The Chamber will provide up to two proofs of a design featuring your logo and up to 100 characters of text



**8,800**  
Average new  
users per month



**25,000**  
Average page  
views per month



61% ages 18-34  
28% ages 35-54  
11% ages 55-65+



**324%**  
Increase in site visitors  
(July 15-July 18)