



Champaign County  
**CHAMBER  
OF COMMERCE**

## COMMERCE CONNECTION MARKETING OPPORTUNITIES

The Commerce Connection is Champaign County's trusted business-to-business publication for more than 20 years. The 20-24 page full-color publication is distributed bi-monthly to more than 1,100 businesses that employ more than 60,000 people. Hundreds of copies of each edition are also distributed at local business events as well as to newcomers in Champaign County. The Commerce Connection is also available on the Chamber website, [www.champaigncounty.org](http://www.champaigncounty.org), which averages over 6,200 visits per month.

This marketing piece announces new members and upcoming events, while also providing you with valuable information and resources. The Commerce Connection is a great tool utilized by various businesses in Champaign County to promote new services, future programs and seminars and more.

Worried you do not have the time to create an ad and/or you do not know how? Don't worry - Lindsay the Graphic Design and Marketing Director at the Chamber can make one for you! Simply send her your ideas and content and together a great ad will be developed. Interested? Have questions? Contact Lindsay at [LindsayQ@champaigncounty.org](mailto:LindsayQ@champaigncounty.org) or by phone 217.359.1791 for more information and to reserve your advertising space.



Full-color advertisements are available on all pages except the front cover. Camera-ready artwork may be e-mailed to Lindsay Quick. Please reference the Commerce Connection in the subject line of the message.

Advertising space reservation and copy deadlines are listed below. Cancellations must be received by these dates. All advertising copy must be received by the appropriate deadline. If not received, the advertiser may be held responsible for fulfilling the advertising order. If the advertiser fails to provide copy to meet the deadline of the issue in which the space is reserved, the Chamber may invoice for the space reserved at the published rate.

## SPECIFICATIONS

Commerce Connection is a 20-24 page full-color publication. Each issue is a completed size of 8 1/2" x 11," center-stitched with full bleeds.

## TERMS

Advertisers will be invoiced monthly. Bills are due and payable upon receipt. A service charge of 1.5 percent will be added to all accounts that are not paid within 30 days and will be compounded monthly. The Chamber may refuse to accept advertising from businesses who are delinquent in advertising payments and/or payments of other Chamber events and/or services. The Champaign County Chamber of Commerce reserves the right to edit, limit or reject any advertising or copy which is felt to conflict with the objectives of this publication.

## ADVERTISING RATES & MECHANICALS

All listed rates are net. Only members of the Champaign County Chamber of Commerce who are in good standing may advertise in the Commerce Connection. Package discounts are available to members wishing to advertise more than once per year. Package discounts will only be given when a participating business schedules their advertising at one time. Placing one advertisement and then deciding to place another months later does not qualify for the discount.

SIZE	Color 1X	Color 3X	Color 6X
		(5% savings/ad)	(10% savings/ad)
Issue Sponsor (Includes cover and full page inside)	\$1,500	N/A	N/A
Full Page Inside/back cover (8.5"x11")*	\$830	\$789	\$747
Full Page (8.5"x11")*	\$730	\$693	\$657
1/2 Horizontal (8"x5")	\$370	\$351	\$333
1/2 Vertical (4"x10")	\$370	\$351	\$333
1/4 Page (4"x5")	\$190	\$180	\$171
1/8 Horizontal (4"x2.5")	\$100	\$95	\$90
1/8 Vertical (2"x5")	\$100	\$95	\$90

\* Businesses placing a full page ad may provide an ad with full bleeds at no additional charge.

**New Chamber members are eligible for a one-time discount of 25 percent off the first ad they place in the Commerce Connection. The ad must be placed within the first six months of joining the Champaign County Chamber of Commerce.**

## ADVERTISING ORDER

ISSUE	AD SIZE	HORIZ./VERT.	COST	DISCOUNT	FINAL COST
July/ Aug. 2018					
Sept./ Oct. 2018					
Nov./Dec. 2018					
Jan./Feb. 2019					
March/April 2019					
May/June 2019					

## ADVERTISING INFORMATION

Advertising Business \_\_\_\_\_

Contact \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

I understand the terms contained in the Champaign County Chamber of Commerce *Commerce Connection* Advertising Policy, and agree to abide by these terms in placing the above order.

Signature \_\_\_\_\_ Date \_\_\_\_\_

## ADVERTISING DEADLINES

ISSUE	DEADLINE
July / Aug. 2018	July 13, 2018
Sept. / Oct. 2018	Sept. 14, 2018
Nov. / Dec. 2018	Nov. 16, 2018
Jan. / Feb. 2019	Jan. 11, 2019
March / April 2019	March 15, 2019
May / June 2019	May 17, 2019



Please complete the form and return:

**Lindsay Quick**  
 Director of Marketing & Events  
 LindsayQ@champaigncounty.org  
 or fax to: 217.359.1809

*The Champaign County Chamber of Commerce is a member focused business association that improves the quality of life in the region and facilitates business growth through advocacy, available resources, workforce development initiatives and a pro-business agenda. We are the voice for business.*

HALF-PAGE HORIZONTAL



HALF-PAGE VERTICAL



QUARTER PAGE



EIGHTH PAGE HORIZONTAL



EIGHTH PAGE VERTICAL

