



Portage County Business Council

Community Resource Guide
Advertising Rates & Sizes

Check out the
2015-2017
Community Guide

EASY AS 1, 2, 3

1. Secure your spot ASAP! - Pick out the ad size, fill out the Advertisement Contract and return to PCBC via email: admin@portagecountybiz.com or regular mail: 5501 Vern Holmes Drive, Stevens Point, WI 54482, ASAP.



2. Submit your ad! - Email the Advertising Submission Form AND your ad to: admin@portagecountybiz.com by 11/1/2017.

3. Send your payment! - PCBC accepts checks and credit cards (*for credit card orders, please call 715-344-1940 to process payment*).

Pay for your ad in 2017, OR pay in 2018, OR split the payment between 2017 and 2018! All ad payments are due in FULL by 2/1/2018

ADVERTISING

Did You Know?

If a consumer knows that a small business is a member of its local chamber of commerce, it will cause a:

73% increase in consumer **AWARENESS**

68% increase in its local **REPUTATION**

80% increase in the likelihood that consumers will **PATRONIZE** the business in the future.

The Shapiro Group, 2012

Size (W" x H")

ELITE INVESTMENT

Advertisement Size	Free Guides
Inside Front Cover 7.333 x 9.833 \$2995	50
Inside Front Facing Cover 7.333 x 9.833 \$2995	50
Full Page (opposite table of contents) 7.333 x 9.833 \$2995	50
Inside Back Cover 7.333 x 9.833 \$2995	50
Outside Back Cover 7.333 x 9.833 \$3995	60
General Spread 15.75 x 9.833 \$3995	60

\$2495 Free Guides 40	FULL PAGE 7.333 x 9.833
	HALF PAGE HORIZONTAL 7.333 x 4.833
\$1695 Free Guides 30	

\$995 Free Guides 20	DOUBLE COLUMN 4.833 x 3.167	\$595 Free Guides 10
	SINGLE COLUMN 2.333 x 3.167	
\$1395 Free Guides 20	QUAD PANEL 4.833 x 6.5	\$995 Free Guides 20
	DOUBLE STACK 2.333 x 6.5	

\$395 Free Guides 10	MINI DISPLAY 2.333 x 1.5	\$1695 Free Guides 30
	HALF PAGE VERTICAL 3.583 x 9.833	
\$695 Free Guides 15	EIGHTH PAGE 3.583 x 2.333	
\$1095 Free Guides 20	QUARTER PAGE 3.583 x 4.833	

General Spread
15.75 x 9.833
\$3995
Free Guides 60

ADVERTISING CONTRACT

Portage County Business Council is authorized to publish our advertisement in the Portage County Community Guide



5501 Vern Holmes Drive | Stevens Point, Wisconsin 54482
Phone: (715) 344-1940 Fax: (715) 344-4473
Email: admin@portagecountybiz.com
www.PortageCountyBiz.com

ADVERTISER INFORMATION

COMPANY NAME _____

ADDRESS LINE 1 _____

ADDRESS LINE 2 _____

CITY _____ STATE _____ ZIP _____

WEBSITE _____

CONTACT NAME _____

TITLE _____

MAIN PHONE _____

ALT PHONE _____

FAX _____

E-MAIL _____

AD SIZE USE SEPARATE CONTRACT FOR EACH ADVERTISEMENT

- | | |
|--|---|
| <input type="checkbox"/> Mini Display \$395 | Elite |
| <input type="checkbox"/> Single Column \$595 | <input type="checkbox"/> Full Page opposite Table of Contents .. \$2995 |
| <input type="checkbox"/> Eighth Page \$695 | <input type="checkbox"/> Inside Front Cover \$2995 |
| <input type="checkbox"/> Double Stack \$995 | <input type="checkbox"/> Inside Facing Cover \$2995 |
| <input type="checkbox"/> Double Column \$995 | <input type="checkbox"/> Inside Back Cover \$2995 |
| <input type="checkbox"/> Quarter Page \$1095 | <input type="checkbox"/> Outside Back Cover \$3995 |
| <input type="checkbox"/> Quad Panel \$1395 | <input type="checkbox"/> General Spread \$3995 |
| <input type="checkbox"/> Half Page Vertical \$1695 | |
| <input type="checkbox"/> Half Page Horizontal \$1695 | TOTAL: _____ |
| <input type="checkbox"/> Full Page \$2495 | |

**Please make checks payable to PCBC
Only Mastercard, Visa, and Discover Accepted
PAYMENT DUE 2/1/2018**

*ALL pictures and text MUST be provided by Advertiser.
One revision included in price. Each additional revision \$50.*

TERMS AND CONDITIONS

X _____ I understand that it is my responsibility to provide all necessary information and artwork to complete my advertisement no later than **NOVEMBER 1, 2017**

X _____ I further agree that my failure to comply by this date does not indemnify me or my organization from payments indicated in this agreement. I authorize the Portage County Business Council to design and print an advertisement of their choosing or "as is" in the absence of my information and/or guidance. It is not the responsibility or obligation of the Portage County Business Council to contact me in order to procure information or advertisement approval should I fail to comply with the above.

TERMS – PLEASE READ CAREFULLY

Any balance payable prior to press date of publication. Advertiser space reservation is accepted on good-faith and regardless of any deposits or prepayments, it is understood that the Advertiser is responsible for all charges stated hereon which are associated with this agreement. Service charge of one and one-half (1.5) percent per month/eighteen (18) percent annually, charged on all past due accounts. Agency commission-discounts are not permissible. Proofs of ads, estimates, and/or locators standing unapproved at press time will run on an "as-is" best effort basis.

Untimely accounts will be immediately referred for collection. It is understood that this contract obligates Advertiser to provide necessary direction and/or ad resources to PCBC by the date specified above. Failure to do so may result in the PCBC running a representative ad based on best information available at time of press run. In the event that this occurs, advertiser understands that, though PCBC may not possess a signed proof approval, the Advertiser will still be responsible for payment of the full rates stated hereon. Advertiser represents and warrants that publication of any text, images or other materials provided by the Advertiser to the PCBC will not infringe upon any person's copyright or other rights, including but not limited to rights of privacy and rights relative to defamation, and that the Advertiser has obtained all model releases and waivers of rights which may be necessary. Advertiser agrees to indemnify and hold the PCBC harmless in the event of any breach of these representations.

Advertiser agrees to cooperate in the defense of any legal action which may be brought against the PCBC arising from the publication of such materials. The Advertiser grants the PCBC the right to store and distribute the materials in print or electronic form, including on the Web, to use these materials as published in context for advertising and promotion, to reproduce the Work in reprints and the right to grant these rights to others. Advertiser agrees to pay any and all collection costs and attorney's fees in the event of payment default.

This contract and its conditions shall be binding on both parties and cannot be amended or superseded without the written consent of both parties. Upon execution, this contract is valid and not subject to cancellation or revocation by advertiser under any circumstances. All conditions are stated herein.

By signing, I certify that I accept the terms and conditions of this document and that I have the authority to sign this document on behalf of:

X _____

AUTHORIZED SIGNATURE _____ DATE _____

PRINT NAME _____

TITLE _____

ADVERTISING SUBMISSION FORM

Company/Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Website _____

Contact Name _____

Portage County Business Council
Community Guide Advertising Submission Form
PLEASE SUBMIT THIS FORM BY NOVEMBER 1, 2017

AD SIZE: _____ W _____ H
AD TYPE: _____

ACCEPTABLE FILE FORMATS

.PDF .JPEG .JPG .PNG

RESOLUTION

Minimum 300 dpi

EMAIL

Email to admin@portagecountybiz.com.
Include the name of your business in the email.

PLEASE NOTE:

PCBC WILL NOT MAKE CHANGES TO SUBMITTED ADS.

Distribution

- Minimum of 6000 copies.
- Distributed in economic development packages, relocation packages, membership packets, and brochure displays at the Portage County Business Council.
- Distributed by participating advertisers, sponsors, and premium points of contact with the public
- Expanded shelf life ensures maximum advertising value.
- Your advertisement will be featured in print and in an online Community Guide edition on the Portage County Business Council website at www.PortageCountyBiz.com.

Advertisement Benefits

- Your advertisement is distributed to your target audience in a cost effective manner.
- Advertising in the Portage County Community Resource Guide will position your company as a strong supporter of and leader in the community.
- Receive a twice yearly social media shout out to hundreds of PCBC followers at no additional cost to you.

Payment & Terms

- The Portage County Business Council accepts Visa, Mastercard, Discover, and checks payable to PCBC.
- To place your advertisement, please fill out an advertising contract and submit to the Portage County Business Council.
- **ALL PAYMENT DUE IN FULL BY 2/1/2018**

PAYMENT CAN BE MADE IN 2017, in 2018, or split between 2017 and 2018.

For further information please contact
Tonya Kowalski, Director of Business Engagement
tkowalski@portagecountybiz.com



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