

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 700 member companies with more than 1,700 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. 2,200 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: _____

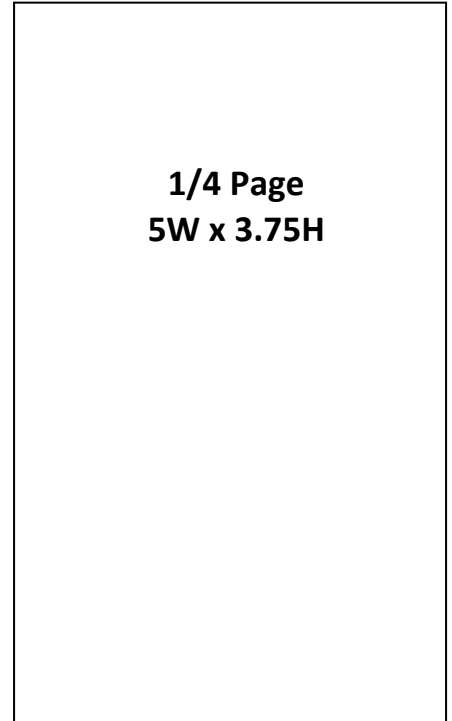
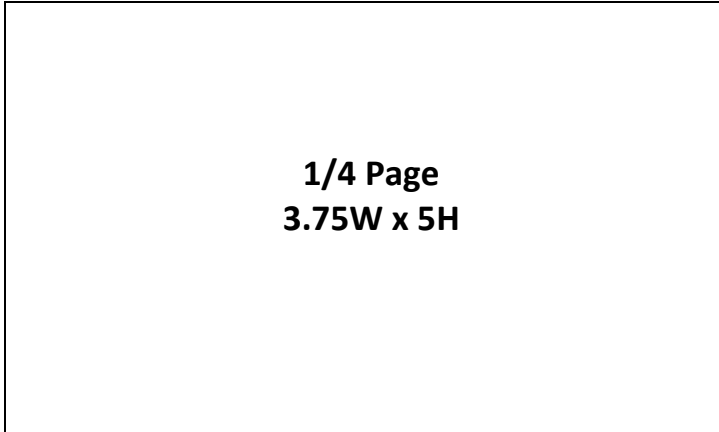
Please return by e-mail to jmihalec@elginchamber.com or by fax to 847-741-5677.

2010.02

Elgin Area Chamber Newsletter Ad Mechanical Specs



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. Ads via e-mail are preferred. ads@elginchamber.com



Advertising Specifications:

All ads must meet the 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. The Chamber shall not be held liable for any advertiser copy or other material received from the advertiser. 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.

All advertising rates are based on camera-ready artwork. Photos need to be at least 300dpi. 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. Camera-ready art is accepted in pdf, eps, jpg, and tif files. Media can be received via e-mail, on CD ROM or DVD ROM. Advertising rates subject to change without notice.

CALL TO RESERVE YOUR ADVERTISING SPACE NOW AT 847-741-5660

1/2 Page Vertical
3.75W x 10.5H

Full Page Vertical is 8W x 10.5H

**1/2 Page
Horizontal
8W x 5H**

Elgin Area Chamber Website Ad Pricing



Why market on the Chamber website? Because our website is a resource for reliable business information with approximately **4,400 user sessions daily!** We link qualified businesses and consumers directly to you, as well as visitors and those looking to relocate here. www.elginchamber.com provides accurate referrals 24 hours a day, 7 days a week and is a "quantifiable" marketing/advertising program for your business.

Please choose from the following options:

[] Option #1

Ad to be run from to	Top of Page Standard Banner Ad 468 pixels wide x 60 high					
	3	6	9	12	12 month Exclusive	6 month exclusive
Number of months	3	6	9	12	12 month Exclusive	6 month exclusive
Link to your site when ad clicked	FREE	FREE	FREE	FREE	FREE	FREE
Home page	\$275	\$515	\$750	\$920	\$7,200	\$3,900
"Calendar of Events" section	\$250	\$490	\$695	\$875	\$6,500	\$3,800
"Economic Development" section	\$180	\$340	\$500	\$610	\$4,800	\$2,500
"About the Chamber" section	\$180	\$340	\$500	\$610	\$4,800	\$2,500
"Business Search" section	\$180	\$340	\$500	\$610	\$4,800	\$2,500
"Our Community" section	\$135	\$255	\$375	\$460	\$1,900	\$1,050
"Member Benefits" section	\$135	\$255	\$375	\$460	\$1,900	\$1,050
"Links" section	\$135	\$255	\$375	\$460	\$1,900	\$1,050
"Store" section	\$135	\$255	\$375	\$460	\$1,900	\$1,050
"In the News" section	\$135	\$255	\$375	\$460	\$1,900	\$1,050
"FAQ's" section	\$135	\$255	\$375	\$460	\$1,900	\$1,050

[] Option #2

Square Banner Ad* 125 pixels wide x 125 high			
3	6	9	12
3	6	9	12
FREE	FREE	FREE	FREE
n/a	n/a	n/a	n/a
\$75	\$147	\$209	\$263
\$54	\$102	\$150	\$183
\$54	\$102	\$150	\$183
\$54	\$102	\$150	\$183
\$41	\$77	\$113	\$138
\$41	\$77	\$113	\$138
\$41	\$77	\$113	\$138
\$41	\$77	\$113	\$138
\$41	\$77	\$113	\$138
\$41	\$77	\$113	\$138

file format in JPG or GIF only and file size not to exceed 15k.

*Placement is under graphics on right side of section and is contingent on location of Chamber content. First come, first served on section location requests.

Thank you for advertising with the Elgin Area Chamber! This contract and payment must be received one week before your ad is run. Ad changes through life of contract will be \$25 each. Costs of unused runs are nonrefundable and we retain the right to refuse ads based on content and/or if in competition with our own programs and events.

We will do our best to give you your first choice of dates, given the desire for advertising by our members. The content file(s) needs to be to us one week before the date the ad is to run with your payment. Graphics supplied should be clear of all copyrights.

Contact person: _____ e-mail: _____

I agree to the following terms:

Authorized Signature: _____ Date: _____

Business Name: _____

Name on Card: _____ Card Number: _____

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

\$300 Location



eac calendar of events

In This Issue

[Article Headline](#)

[Article Headline](#)

[Article Headline](#)

[Article Headline](#)

[Featured Article](#)

[Member Announcements & Coupons](#)

**\$150
Location**

Business Review Download

- [March 2009](#)
- [February 2009](#)
- [January 2009](#)

This e-newsletter is a service provided by the Elgin Area Chamber. All information is provided on an 'as is' basis and is not guaranteed as to the accuracy, completeness nor fitness for any particular purpose. [Read our Privacy Policy.](#)

Member Announcements & Coupons

(Graphic)

\$75 Location

(Text)

**Member to
Member
Discounts**

Take advantage of the Chamber's [Member-to-Member Discount Program](#) (MTM) and discover savings throughout the community. The MTM Discount Program offers member businesses and their employees discounts on the products and services from other Chamber members.

If your business would like to offer a discount, please contact [Jeanette Mihalec](#) at the Chamber's office.

Last Updated

Elgin Area Chamber Weekly E-mail Blast Newsletter Ad Pricing



Advertising in the Weekly E-mail Blast is a tremendous opportunity to communicate with approximately 1,600 Elgin Area Chamber contacts on our membership e-mail list. We will do our best to give you your first choice of dates, given the desire for advertising by our members.

All you need to do is give us your information in the format needed and we'll do the rest! Layout of ads will be completed by the Chamber staff to match our established color scheme, fonts and blast layout. We'll even provide a link to your web site at no additional charge! The content file(s) needs to be to us the Thursday preceding the desired Tuesday e-newsletter edition, and it should be sent to jmihalec@elginchamber.com. Graphics supplied should be clear of all copyrights.

Please choose from the following options:

Option #1: **Top of Blast Banner**

Choice of Date for ad: _____

\$300 per ad. We offer a special package of 4 for only \$900.

Specs are 528 pixels wide by 102 pixels high, 72 dpi, and no larger than 15K.

Must be submitted as one complete graphic and in JPG or GIF format only.

Option #2: **Top Right Column of Blast**

Choice of Date for ad: _____

\$150 per ad.

Specs are 252 pixels wide by 350 pixels high, 72 dpi.

Plain text and graphics (*file smaller than 15K -- JPG or GIF format only*) must be submitted as separate documents. Combined, they must fit within the space specified above. Sorry, we can't accept Imbedded graphics or PDFs for the ad. They may, however, be sent as additional files to suggest layout.

Option #3: **Blast Coupon (Ad placement is after newsletter content)**

Choice of Date for ad: _____

\$75.00 per run, or a package of 4 for only \$225, a 25% discount!

Specs for total space are 780 pixels wide by 200 pixels high, 72 dpi.

Coupons are laid out in two columns with a limit of 4 lines. Left column can either be a graphic (no larger than 100 pixels by 100 pixels) or text that is 24pt. Trebuchet MS font (limit: 4 lines). Content for the right column is limited to approximately 530 pixels, 450 characters (with spacing), and/or 7-9 lines. Coupons and/or member announcements will have a page jump link within the blast's table of contents.

Thank you for advertising with the Elgin Area Chamber! This contract and payment must be received one week before your e-mail ad is run. Costs of unused runs are nonrefundable and we retain the right to refuse ads based on content and/or if in competition with our own programs and events.

I agree to the following terms:

Authorized Signature: _____ Date: _____

Business Name: _____

Name on Card: _____ Card Number: _____

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