

MOBILE AREA CHAMBER OF COMMERCE

The Mobile Area Chamber of Commerce offers member businesses affordable advertising rates in numerous publications. These options include:

- *The Business View* - a monthly business magazine mailed to more than 20,000 business owners and managers in Mobile and Baldwin counties and e-mailed to more than 8,000 addresses monthly;
- *The Business View Weekly* - a weekly e-mail sent to more than 8,000 addresses as a supplement to *The Business View*; and
- *Website* - the Chamber's website averages 10,000 page views a month.

Take advantage of the many ways to advertise your business.

WWW.MOBILECHAMBER.COM

MOBILE AREA CHAMBER OF COMMERCE - PO BOX 2187 - MOBILE AL 36652-2187

Updated April 2018

**2018
Chamber Chase
Advertising Packet**

SPECIFICATIONS

All Mobile Area Chamber print publications are designed using InDesign software.

All ads must be submitted in digital format using Illustrator, PhotoShop or high resolution files (300 dpi or higher). Film is not accepted. Files must be CMYK and Macintosh compatible. Confirm the ad is press ready and conforms to the requirements below. Ads that are not print ready will not be accepted or will incur additional charges to prepare for print.*

- PDF files and all embedded graphics are to be 300 dpi.
- All colors are CMYK (4 plates) with no spot color and no RGB colors.
- All fonts must be embedded.
- For full-page bleed ads, be sure to extend graphics at least 0.125" beyond the trim marks on all four sides.

The Mobile Area Chamber can not accept faxed advertisements or files with graphics or photos embedded, such as Microsoft Word or Microsoft PowerPoint.

We reserve the right to censor, revise, change, alter or reject any advertisement that is not provided according to specifications, based on editorial comment or is politically-oriented. The Chamber's liability for any error it might make in publication of an advertisement (print or electronic) is limited solely to a return of the consideration paid for the advertisement.

Only Mobile Area Chamber members in good standing may advertise.

Cancellations for ads must be received in writing at least 90 days prior to publication date. The Mobile Area Chamber reserves the right to bill for reserved advertising space if ad material is not received by the deadline and/or if a cancellation is received fewer than 90 days prior to publication date.

*Wise Design - designer for *The Business View* - 251-660-7751

Price Schedule

| | <u>Ad Design</u> |
|-----------|------------------|
| Full Page | \$450 |
| 1/2 Page | \$285 |
| 1/4 Page | \$185 |

WWW.MOBILECHAMBER.COM

MOBILE AREA CHAMBER OF COMMERCE - PO BOX 2187 - MOBILE AL 36652-2187

FILE TRANSFER

Large files may be sent by CD to:

Mobile Area

Chamber of Commerce

PO Box 2187

Mobile, AL 36652-2187

(Please note publication)

Files smaller than 2 MBs may be e-mailed to Carolyn Wilson at cwilson@mobilechamber.com.

2018
Chamber Chase
Advertising Packet

PUBLICATIONS DISTRIBUTION

- *The Business View* is distributed directly to more than 20,000 business in Mobile County.
- *The Business View Weekly* is distributed to more than 8,000 e-mail addresses each week to Mobile Area Chamber members and potential members.
- *The Guide to Mobile* is provided to new members; prospects for company relocation and/or new operations in the Mobile area; and those requesting information when relocating to Mobile.
- The Mobile Area Chamber's website averages 300,000 unique clicks a month.

Data about Mobile Area Chamber of Commerce members:

- More than 60 percent of Chamber member companies are small businesses comprised of 10 or less employees.
- 30 percent of the member companies have between 11 and 50 employees, and the other 10 percent have employees ranging from 51 to more than 1,000.
- Mobile Area Chamber of Commerce member businesses represent industries including automotive, construction, financial, tourism, insurance, real estate, manufacturing, professional, utilities, printing/publishing, media, restaurants, retailers, wholesalers, services and transportation.
- Professional companies make up the largest percentage of member businesses with more than 18 percent.
- Service industry companies represent more than 13 percent of member businesses, and those in the construction industry represent approximately 10 percent.

Limitations:

The Chamber's placement reservations and conditions apply. Additionally, the Chamber reserves the right to reject or later cancel any ad (and to remove it from its printed and electronic publications, including the website) for any reason whatsoever, including but not limited to the fact that any artwork is not provided according to specifications, or the ad is based on editorial comment, is politically-oriented or is considered pornographic or otherwise inappropriate by the Chamber or has a link to a site that contains such materials. Additionally, banners containing events, programs or projects that compete, directly or indirectly, with the Chamber's events, programs or projects, cannot be placed on the Chamber's printed and electronic publications (including the website). If a website banner ad has been paid for by a sponsor and is not included on the Chamber's website for the full one year term, THE CHAMBER'S SOLE LIABILITY (AND THE SPONSOR'S SOLE REMEDY) shall be a proportionate return of the amount paid by the sponsor for the banner for the period that it did not run.

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MOBILE AREA CHAMBER OF COMMERCE - PO BOX 2187 - MOBILE AL 36652-2187

ATTENTION ADVERTISING AGENCIES:

For inclusion in the publication and to hold advertising space, we require a signed copy of our contract and a valid credit card number. Insertion orders alone will not guarantee ad placement.

The Mobile Area Chamber of Commerce is a 501(c)6 and does not offer agency discounts on its publications.

2018
Chamber Chase
Advertising Packet

THE BUSINESS VIEW

The Business View is a monthly business publication produced by the Mobile Area Chamber of Commerce. The publication's mission is to effectively communicate with the membership, and the business public, to increase support and understanding of the Chamber, highlight its members, provide important information about the Mobile area and the region's business community, and serve as an affordable advertising outlet for members.

ADVERTISING RATES

FULL PAGE ADS

Bleed size: 9.5" W x 12.25" H (includes .125 bleed on all sides)

Trim size: 9.25" W x 12" H

Allow .25 inch safe margin on all sides of ad.

| | | | |
|--------------------|---------|-------------------|---------|
| INSIDE FRONT COVER | \$1,500 | INSIDE BACK COVER | \$1,200 |
|--------------------|---------|-------------------|---------|

| | | | |
|----------------------------|---------|-----------|---------|
| PAGE 3 (inside right page) | \$1,500 | FULL PAGE | \$1,000 |
|----------------------------|---------|-----------|---------|

HALF PAGE

| | | | |
|-----------------------------|--------|-------------------------------|--------|
| Horizontal - 8" W x 5.25" H | \$ 620 | Vertical - 3.9" W x 10.625" H | \$ 620 |
|-----------------------------|--------|-------------------------------|--------|

QUARTER PAGE

| | |
|------------------|--------|
| 3.9" W x 5.25" H | \$ 410 |
|------------------|--------|

All ads include full color at no extra charge.

Multiple ad discounts for ads available up to a 1/2 page:

3 months - 10%; 6 months - 20%; 11 months - 25%

There are no discounts for ads for inside and back cover ads.

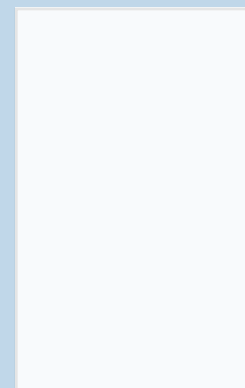
ADVERTISING DEADLINES

| | | | |
|------------|---------------------|--------------------|----------------------|
| February - | ads due December 10 | August - | ads due June 10 |
| March - | ads due January 10 | September - | ads due July 10 |
| April - | ads due February 10 | October - | ads due August 10 |
| May - | ads due March 10 | November - | ads due September 10 |
| June - | ads due April 10 | December/January - | ads due October 10 |
| July - | ads due May 10 | | |

**Ads shown are not actual size and shown for approximate dimensions and bleeds available.*

WWW.MOBILECHAMBER.COM

AD SIZES*

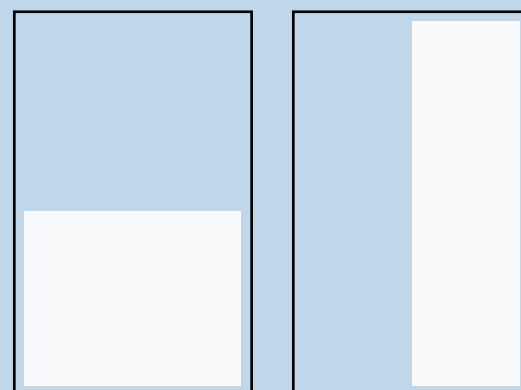


FULL PAGE AD (all ads full bleed)

Bleed size: 9.5" W x 12.25" H (includes .125 bleed on all sides)

Trim size: 9.25" W x 12" H

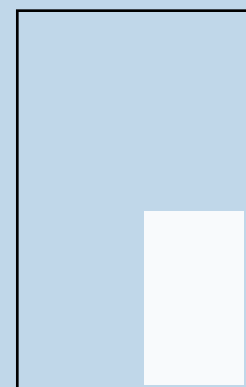
Allow .25 inch safe margin on all sides of ad.



HALF PAGE AD

Horizontal - 8" W x 5.25" H

Vertical - 3.9" W x 10.625" H



QUARTER PAGE AD

3.9" W x 5.25" H

2018
Chamber Chase
Advertising Packet

Mobile Area Chamber of Commerce THE BUSINESS VIEW

Member Advertising Contract & Space Order

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

| | | | | | | |
|-----------------|------------|--------------------------|---------------|--------------------------|----------|--------------------------|
| Month of Ad(s): | Aug 2018 | <input type="checkbox"/> | Sept 2018 | <input type="checkbox"/> | Oct 2018 | <input type="checkbox"/> |
| | Nov 2018 | <input type="checkbox"/> | Dec /Jan 2019 | <input type="checkbox"/> | Feb 2019 | <input type="checkbox"/> |
| | March 2019 | <input type="checkbox"/> | April 2019 | <input type="checkbox"/> | May 2019 | <input type="checkbox"/> |
| | June 2019 | <input type="checkbox"/> | July 2019 | <input type="checkbox"/> | Aug 2019 | <input type="checkbox"/> |

Ad Size: _____ Ad Rate: _____

Less Discount (if applicable): _____

Total Contract Value: _____

Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)

AMEX VISA MASTERCARD DISCOVER

Cardholder's Name: _____ CSV2# _____

Card# _____ Exp. Date _____

Signature: _____

Date: _____

Chamber Rep: _____

For Multiple Month Contract

Will send new ad each issue

Will use same ad every issue

Will rotate ads

Ad Format Provided/Needed:

Camera Ready

Needs Typesetting*

Needs Conversion
and Typesetting*

Needs Ad Design*

*NOTE: For ads other than camera ready, additional charges will apply according to ad size and services needed.

Cancellations for ads must be received in writing at least 90 days prior to publication date.

The Business View reserves the right to bill for reserved advertising space if ad material is not received by the deadline and/or if a cancellation is received fewer than 90 days prior to publication date.

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Advertising Packet**

Your signature acknowledges that you have read the deadlines, reservations, conditions and limitations for advertising in *The Business View*.
Return signed form to: *The Business View*, Advertising Manager, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-431-8646.

THE BUSINESS VIEW WEEKLY

The Business View Weekly is a weekly e-mail business publication produced by the Mobile Area Chamber of Commerce. The publication's mission is to effectively communicate with the membership, and the business public, to increase support and understanding of the Chamber, highlight its events, promote member events, provide important information about the Mobile area and the region's business community, and serve as an affordable advertising outlet for members.

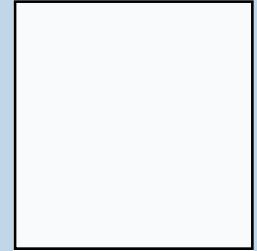
ADVERTISING RATES

| | | |
|-----------|-------------------------|------|
| Week 1 | 300 pixels x 300 pixels | \$50 |
| Weeks 4+ | 300 pixels x 300 pixels | \$45 |
| Weeks 8+ | 300 pixels x 300 pixels | \$40 |
| Weeks 16+ | 300 pixels x 300 pixels | \$35 |
| | | |
| Week 1 | 300 pixels x 600 pixels | \$65 |

All ads may link to a web page or PDF flyer.

Ads are due Wednesday at noon for that week's e-mail. All ads must accompany a signed contract, with a credit card guarantee, noting dates ad(s) should run.

AD SIZES*



3" W X 3" H
or
300 pixels x 300 pixels



3" W X 6" H
or
300 pixels x 600 pixels

**Ads shown are not actual size and shown for approximate dimensions and bleeds available.*

WWW.MOBILECHAMBER.COM

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Advertising Packet**

Mobile Area Chamber of Commerce THE BUSINESS VIEW WEEKLY

Member Advertising Contract & Space Order

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

Week(s) ad should appear (ads run Thursday afternoon each week except where noted):

| | | | | | |
|------------|--------------------------|----------|--------------------------|-----------|--------------------------|
| April 2017 | <input type="checkbox"/> | May 2017 | <input type="checkbox"/> | June 2017 | <input type="checkbox"/> |
| July 2017 | <input type="checkbox"/> | Aug 2017 | <input type="checkbox"/> | Sept 2017 | <input type="checkbox"/> |
| Oct 2017 | <input type="checkbox"/> | Nov 2017 | <input type="checkbox"/> | Dec 2017 | <input type="checkbox"/> |

Number of ads requested: _____ Use same ad each week: _____

Total Cost of Contract: _____

Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)

AMEX VISA MASTERCARD DISCOVER

Cardholder's Name: _____ CSV2# _____

Card# _____ Exp. Date _____

Signature: _____

Date: _____

Chamber Rep: _____

Standard Rates:

\$50 each week

\$45 each week for four or more consecutive weeks

\$40 each week for 8 or more consecutive weeks

\$35 each week for 16 or more consecutive weeks

\$65 each week for double ads

Ad Format Provided / Needed:

Advertisements will appear approximately 3" x 3" or 3" x 6" and need to conform to specific guidelines.

Acceptable formats:

PDF, jpg or gif only

Physical dimensions:

300 x 300 pixels at 150 dpi or
300 x 600 at 150 dpi

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Advertising Packet**

Your signature acknowledges that you have read the deadlines, reservations, conditions and limitations for advertising in The Business View Weekly.
Return signed form to: BVW, Advertising Manager, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-431-8646.

MOBILE AREA CHAMBER WEBSITE

The Chamber's website - www.mobilechamber.com - contains numerous pages where sponsor ads may be placed. Sponsors will receive an ad in a rotating banner at the bottom of the page to run for one year from start date (meaning the date of a signed contract and receipt of a banner ad), with the capability of linking from the placement to the sponsor's homepage. The ads will appear on the first page of the web section only.

The pages available are:

HOME PAGE Sponsor: \$1,000

NEWS Page Sponsor: \$400

CALENDAR Page Sponsor: \$400

VISITING Page Sponsor: \$400

WORK AND LIVE Page Sponsor: \$400

ECONOMIC DEVELOPMENT (ED) Sponsor: \$400

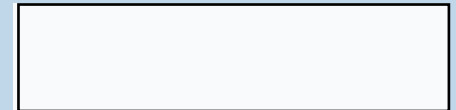
SMALL BUSINESS (SB) Sponsor: \$400

COMMUNITY & GOVERNMENTAL AFFAIRS (CGA) Sponsor: \$400

MEMBERSHIP Sponsor: \$400

| | Pixels | Inches |
|------------|----------------|--------|
| Width | 1464 | 4.88 |
| Height | 201 | 0.67 |
| Resolution | 96 pixels/inch | |

AD SIZE*



4.88" W X 0.67" H
or
1464 pixels x 201 pixels

**Ad shown is not actual size and shown for approximate dimensions available.*

WWW.MOBILECHAMBER.COM

**2018
Chamber Chase
Advertising Packet**

Mobile Area Chamber of Commerce WEBSITE

Member Advertising Contract & Space Order

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

Banner Location: *(Ad will run from contract date for one year.)*

Homepage Calendar Visiting News Work/Live
ED SB CGA Membership

Number of ads requested: _____ Use same ad each page: _____

Total Cost of Contract: _____

Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)

AMEX VISA MASTERCARD DISCOVER

Cardholder's Name: _____ CSV2# _____

Card# _____ Exp. Date _____

Signature: _____

Date: _____

Chamber Rep: _____

*Your signature acknowledges that you have read the deadlines, reservations, conditions and limitations for advertising on the Chamber's website
Return signed form to: Advertising Manager, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-431-8646.*

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