

# BUSINESSVIEW

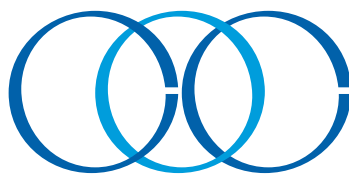
MOBILE AREA CHAMBER OF COMMERCE



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.



MOBILE AREA  
CHAMBER OF COMMERCE

[MOBILECHAMBER.COM](http://MOBILECHAMBER.COM)

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

# BUSINESSVIEW



## 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, 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.

### 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.

## FILE TRANSFER

**Large files** may be sent through Dropbox or other online applications. For other arrangements, contact Carolyn Wilson at 251.431.2606.

**Files smaller than 2 MBs** may be e-mailed to Carolyn Wilson at [cwilson@mobilechamber.com](mailto:cwilson@mobilechamber.com).

## \*WISE DESIGN

DESIGNER FOR THE BUSINESS VIEW

251.660.7751

## PRICE SCHEDULE

Ad Design

Full Page \$450

1/2 Page \$285

1/4 Page \$185

MOBILECHAMBER.COM

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

# PUBLICATIONS DISTRIBUTION

The *Business View* is distributed directly to more than 20,000 business addresses 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 Mobile Area Chamber’s website averages 10,000 page views a month.

## Data about Mobile Area Chamber of Commerce members:

- More than 60% of Chamber member companies are small businesses comprised of 10 or less employees.
- 30% of the member companies have between 11 and 50 employees, and the other 10% 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%.
- Service industry companies represent more than 13% of member businesses, and those in the construction industry represent approximately 10%.

## 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.

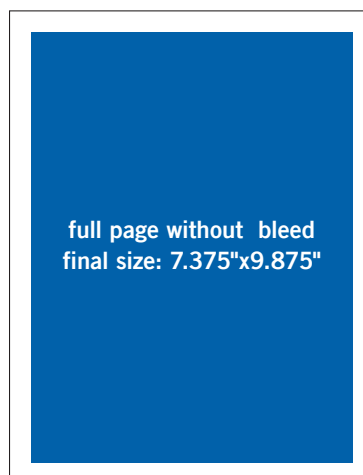
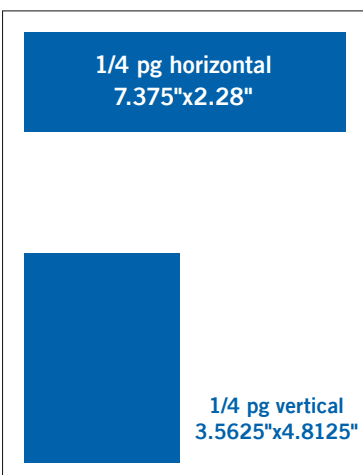
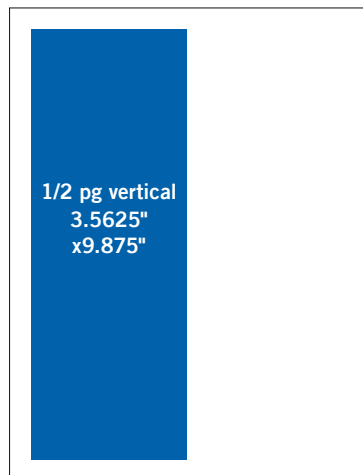
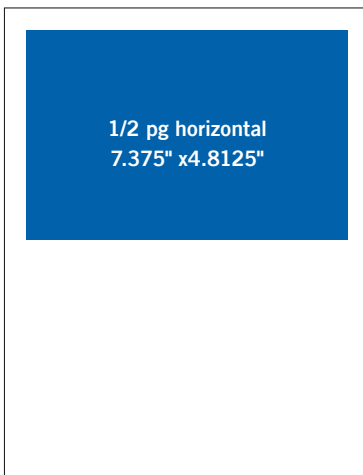
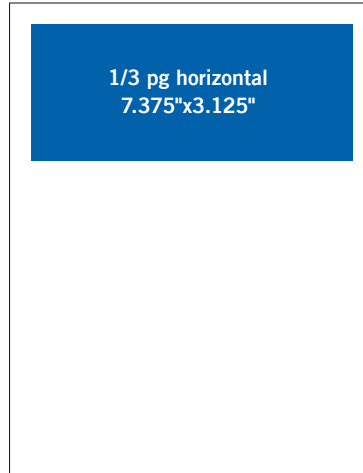
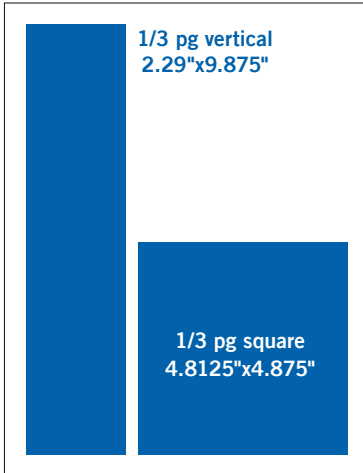
The Mobile Area Chamber of Commerce is a 501(c)6 and does not offer agency discounts on its publications.

## EDITORIAL CALENDAR

<b>DECEMBER/JANUARY</b>	Shop Local
<b>FEBRUARY</b>	Year in Review
<b>MARCH</b>	Women in Business
<b>APRIL</b>	Real Estate
<b>MAY/JUNE</b>	Leadership
<b>JULY</b>	International Business
<b>AUGUST</b>	Small Business
<b>SEPTEMBER</b>	Healthcare
<b>OCTOBER</b>	Education
<b>NOVEMBER</b>	Volunteer/Professional development

# BUSINESS VIEW AD SIZES

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 its 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.



**Magazine Size: 8.375"x10.875"**

page margin: .5"

gutter between ads: .25"

## ADVERTISING RATES

**Full Page – Inside front, inside back page 3 premium - \$1,500**

Final Size: 8.375"x10.875"

Bleed: 8.625"x11.125"

**Full page – full bleed - \$1,200**

Final Size: 8.375"x10.875"

Bleed: 8.625"x11.125"

**Full page – no bleed - \$1,000**

Vertical: 7.375"x9.875"

**½ page – both sizes - \$620**

Vertical: 3.5625"x9.875"

Horizontal: 7.375"x4.8125"

**1/3 page – all three sizes - \$500**

Vertical: 2.29"x9.875"

Square: 4.8125"x4.875"

Horizontal: 7.375"x3.125"

**¼ page – both sizes \$410**

Vertical: 3.5625"x4.8125"

Horizontal: 7.375"x2.28"

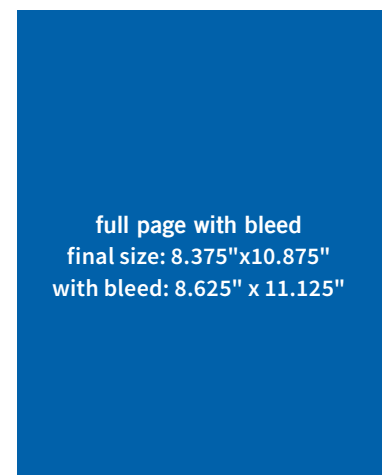
## DISCOUNTS

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

10% for 3 months

20% for 6 months

25% for 11 months



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

All ads include full color at no extra charge.

# BUSINESSVIEW



## MEMBER ADVERTISING CONTRACT & SPACE ORDER

Advertiser/Business Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

- Month of Ad(s):
- |  |  |
|--|--|
| <input type="checkbox"/> FEBRUARY 20__ | <input type="checkbox"/> AUGUST 20__           |
| <input type="checkbox"/> MARCH 20__    | <input type="checkbox"/> SEPTEMBER 20__        |
| <input type="checkbox"/> APRIL 20__    | <input type="checkbox"/> OCTOBER 20__          |
| <input type="checkbox"/> MAY/JUNE 20__ | <input type="checkbox"/> NOVEMBER 20__         |
| <input type="checkbox"/> JULY 20__     | <input type="checkbox"/> DECEMBER/JANUARY 20__ |

Ad Size: \_\_\_\_\_ Ad Rate: \_\_\_\_\_

Frequency: \_\_\_\_\_ 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 after ad has run. 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 in The Business View.*

## Advertising Deadlines

- February - Due December 10
- March - Due January 10
- April - Due February 10
- May/June - Due March 10
- July - Due May 10
- August - Due June 10
- September - Due July 10
- October - Due August 10
- November - Due September 10
- December/January - Due October 10

### 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 print 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.

# BUSINESSVIEW 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.

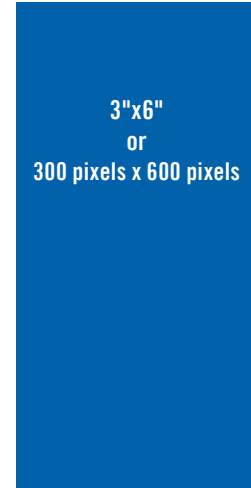
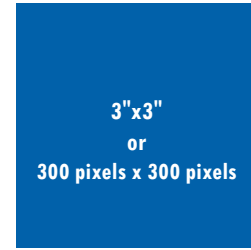
## ADVERTISING RATES

	3x3 300 pixels x 300 pixels	3x6 300 pixels x 600 pixels
1 Week	\$50	\$65
4-7 Weeks	\$45	\$60
8-15 Weeks	\$40	\$55
16+ Weeks	\$35	\$50

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\*



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

# BUSINESSVIEW 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 2020

SEPTEMBER 2020

MAY 2020

OCTOBER 2020

JUNE 2020

NOVEMBER 2020

JULY 2020

DECEMBER 2020

AUGUST 2020

Size of ad \_\_\_\_\_

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 after ads have run. 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 in The Business View.*

## STANDARD RATES for 3x3

\$50 each week

\$45 each week for 4-7 weeks

\$40 each week for 8-15 weeks

\$35 each week for 16+ weeks

## STANDARD RATES FOR 3X6

\$65 each week

\$60 each week for 4-7 weeks

\$55 each week for 8-15 weeks

\$50 each week for 16+ weeks

## 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 png only

### Physical dimensions:

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

# MOBILE AREA CHAMBER OF COMMERCE WEBSITE

The Chamber's website - 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.

Web pages available are:

**HOMEPAGE: \$1,000/year**

**ECONOMIC DEVELOPMENT: \$400/ year**

**FIND A MEMBER: \$400/ year**

**SMALL BUSINESS: \$400/ year**

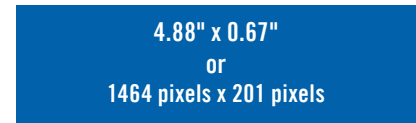
**CHAMBER CALENDAR: \$400/ year**

**BUSINESS NEWS: \$400/ year**

**VISITING MOBILE: \$400/ year**

**WORK AND LIVE: \$400/ year**

## AD SIZES\*



	PIXELS	INCHES
<b>Width</b>	1464	4.88
<b>Height</b>	201	0.67
<b>Resolution</b>	96 pixels/inch	

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



# 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
- Chamber Calendar
- Economic Development
- Business News
- Find a Member
- Visiting Mobile
- Small Business
- Work And Live

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 after ads have run. 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 in The Business View.*

The sponsor must provide artwork with the following specifications for placement on the website:

	PIXELS	INCHES
Width	1464	4.88
Height	201	0.67
Resolution	96 pixels/inch	