

## 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](http://WWW.MOBILECHAMBER.COM)

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

*Updated February 2017*

**2017  
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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

### Ad Design

Full Page	\$450
1/2 Page	\$285
1/4 Page	\$185

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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](mailto:cwilson@mobilechamber.com).

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# 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.

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

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.

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# 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
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### QUARTER PAGE

3.9" W x 5.25" H	\$ 410
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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.

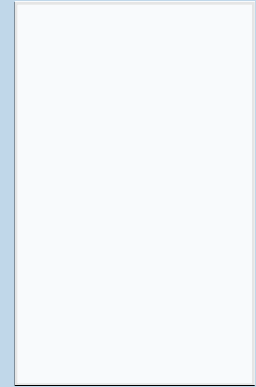
## ADVERTISING DEADLINES

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

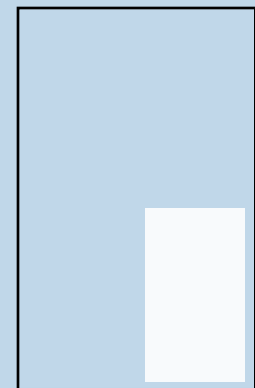
Allow .25 inch safe margin on all sides of ad.



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

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# 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):	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 /Jan 2018 <input type="checkbox"/>	Feb 2018 <input type="checkbox"/>	March 2018 <input type="checkbox"/>
	April 2018 <input type="checkbox"/>	May 2018 <input type="checkbox"/>	June 2018 <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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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.

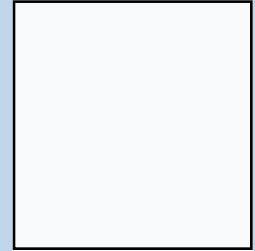
## ADVERTISING RATES

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

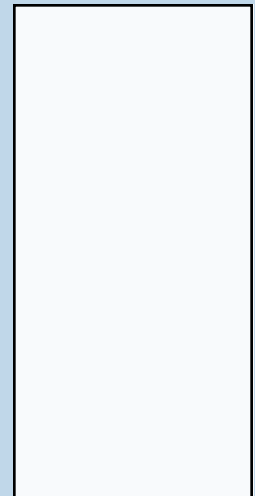
All ads may link to a web page or PDF flyer.

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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# 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"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	May 2017	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	June 2017	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
July 2017	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Aug 2017	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Sept 2017	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Oct 2017	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Nov 2017	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	Dec 2017	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" 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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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](http://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: \$1,500

NEWS Page Sponsor: \$500

CALENDAR Page Sponsor: \$500

VISITING Page Sponsor: \$500

WORK AND LIVE Page Sponsor: \$500

ECONOMIC DEVELOPMENT (ED) Sponsor: \$500

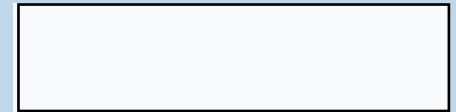
SMALL BUSINESS (SB) Sponsor: \$500

COMMUNITY & GOVERNMENTAL AFFAIRS (CGA) Sponsor: \$500

MEMBERSHIP Sponsor: \$500

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

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# 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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