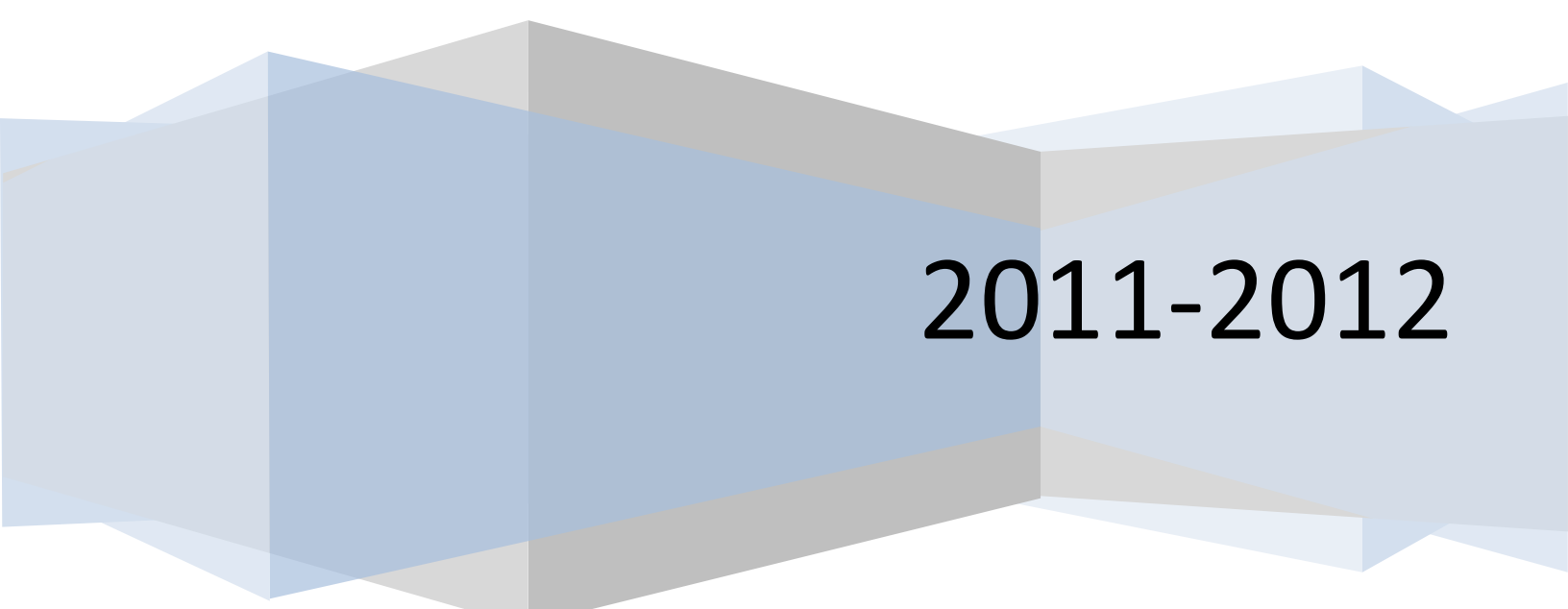


Tempe Chamber of Commerce

MEDIA KIT

Your Success is Our Business

www.tempechamber.org



2011-2012

NETWORKING

ADVOCACY

PROFESSIONAL DEVELOPMENT

INFLUENCE

Why advertise with the Tempe Chamber?

- *Because we're your connection to a membership of nearly 850 businesses, who are all part of an organization dedicated to helping the local economy and, in turn, one another. Through our electronic publications and social media platforms, we can reach like-minded individuals who want to do business with other Tempe Chamber members.*
- *Because we understand the current challenges of the economy and offer affordable ways for you to market your business in a variety of media.*
 - *Because advertising still works!*

Please direct all advertising requests to Sachiyo Ragsdale at (480) 736-4285 or sachiyo@tempechamber.org.



Ad specifications

The Business Advocate: Our monthly electronic The Business Advocate newsletter reports on events and news in the business community in a magazine-style format. Nearly 850 businesses representing more than 70,000 employees – along with the rest of the world – have access 24/7 to current and archived issues, allowing the issue containing your ad to be visible for more than a full year.

Ad submissions

Please submit all ads to sachiyo@tempechamber.org.

* Please include issue in which the materials are to run.

Page dimension	Live area	Supplied bleed
Full page	8.5" (w) x 11" (h)	8.75" (w) x 11.25" (h) 1/8 inch bleed on all sides
2-page spread	17" (w) x 11" (h)	17.25" (w) x 11.25" (h) 1/8 inch bleed on all sides
2/3-page	5.67" (w) x 11" (h)	6" (w) x 11.25" (h) 1/8 inch bleed on all sides
½-page horizontal	8.5" (w) x 5.5" (h) 1/8 inch bleed on all sides	8.75" (w) x 5.75" (h) 1/8 inch bleed on all sides
1/4-page	4.25" (w) x 5.5" (h)	4.5" (w) x 5.75" (h) 1/8 inch bleed on all sides
1/8-page (business card)	3" (w) x 2.5" (h)	3.25" (w) x 2.75" (h) 1/8 inch bleed on all sides

* Keep live matter ¼" from trim on each side.

* For ad spread units, please supply 1/16" duplicated image on both sides of the centerline.

Digital Materials	File formats	Color mode	Resolution	Fonts
	Please submit all files in the PDF format.	All artwork should be submitted in CMYK color mode.	300 dpi (do not resample)	Convert all type to outlines.



Ad rates

Ad rates – per insertion

Page dimension	1x	3x	6x	12x
Full page	\$160	\$140	\$120	\$100
2-page spread	\$300	\$275	\$250	\$225
2/3-page	\$120	\$100	\$80	\$60
½-page horizontal	\$95	\$80	\$65	\$50
1/4-page	\$50	\$40	\$30	\$20
1/8-page (business card)	\$30	\$25	\$20	\$10

Submit your payment by check to:

Tempe Chamber of Commerce
P.O. Box 28500
Tempe, AZ 85285-8500

**You may also call in with a credit card payment. When making your payment, please specify that it is for advertising and include the publication information.*

The Business Advocate features:

1. Letters from the Tempe Chamber President and the Chairman of the Board
2. Chamber event spotlights
3. Ribbon cuttings
4. Committee updates
5. Member spotlights
6. New member information
7. Committee and event calendar
8. Business news
9. And more!



Other opportunities

Monthly events postcard

The Tempe Chamber direct mails a full-color glossy event postcard to our entire membership at the beginning of each month. All contacts at a business will receive the postcard, making readership close to 1,300 per month. A one-inch strip along the front bottom of the postcard is available for advertising on a first-come, first-served basis. Advertisers may include their logo, up to 30 words of text and a URL. As this space sells quickly, payment must be made in advance to reserve the space, and members are only able to reserve two months per calendar year.

Cost: \$300 per month

Please call Sachiyo at (480) 736-4285 for availability.

Monday Morning Update

This weekly electronic newsletter is sent to nearly 1,500 members of the Tempe Chamber community and shared through internal distribution with many more. Your company name, logo and contact information will be positioned at the top of the newsletter with a "Sponsored by" tagline above it. We will also provide a link to your website! Sponsors also will receive a 100-word text ad to run at the end of the newsletter.

Cost: \$40 per edition

Member Offers Newsletter

This weekly electronic newsletter is sent every Wednesday to nearly 1,500 members of the Tempe Chamber community and shared through internal distribution with many more. This newsletter includes member offers for the general public, as well as member offers exclusive to other Chamber members. Coupon blocks are available for purchase and will appear at the top of the newsletter in the order in which they are received. Coupons will be created in-house based on information provided by you.

Cost: \$20 per coupon

Twitter Outreach

The Tempe Chamber's Twitter account at @tempechamber has more than 1,000 followers. We send daily tweets and have a dedicated following who respond and re-tweet our messages. Your company will be recognized with 3 tweets sent during the week of your sponsorship. Tweets are limited to 140 characters, including text identifying it as your message, and may include a link to your website or to a copy of your ad hosted on the Tempe Chamber website (additional cost for hosting). You may request the day and time of your tweets if desired. While content is subject to editorial approval, we are able to re-tweet your original content.

Cost: 5 for \$25; 10 for \$45; or \$20 for \$65