

# THE GREATER CHARLOTTETOWN AREA CHAMBER OF COMMERCE 2018 ADVERTISING OPPORTUNITIES



## CHAMBER BUSINESS MAGAZINE

Reach a targeted business audience with decision making and spending authority. This glossy full colour quarterly publication (Spring, Summer, Winter, Fall) highlights topics of interest to the local business community as well as Chamber and member news. Over **1,400 copies** are distributed to Chamber members and community and government leaders. **Readership is estimated at 2,250 based on a pass along readership rate of 1.5 per copy.**

### Magazine Advertising Rates (full colour)

Outside Back Cover	\$1,415 + HST	8.75 w x 11.25 h (including a 0.125" bleed)
Inside Back Cover	\$1,155 + HST	8.75 w x 11.25 h (including a 0.125" bleed)
Full Page	\$960 + HST	8.75 w x 11.25 h (including a 0.125" bleed)
Half Page	\$565 + HST	7.75 w x 5 h
Quarter Page	\$435 + HST	3.75 w x 5 h

Ad design is the responsibility of the advertiser.

Flyer Insert	General Rate	Non-Profit Rate
	\$360 + HST	\$250 + HST

Magazine flyer inserts are an inexpensive way to promote a special offer or event to Chamber members! Deliver 1,400 copies of your flyer to the Chamber office by the artwork deadline. Flyer design & printing are the responsibility of the advertiser.

	Artwork deadline	Street Date
Winter 2018	Dec. 8 <sup>th</sup>	Mid-January
Spring 2018	March 16 <sup>th</sup>	Mid-April
Summer 2018	June 15 <sup>th</sup>	Mid-July
Fall 2018	Sept. 14 <sup>th</sup>	Mid-October

## E-NEWS RATES

A source of timely and relevant business information. Our bi-weekly E-News is distributed to 2,000+ subscribers and 5,100 social media users. Limited to 2 ad spaces per issue. Placement is determined on a first come – first served basis.

1 Ad	12 Ad Contract	Ad Dimensions
\$175 + HST	\$1,475 + HST	264 pixels w X 221 pixels h @ 72 ppi



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