

2018 Business Pathways Newsletter Advertising Contract

Name of Company					
Contact Person					
Address					
City/State				Zip	
Phone			Email		
Authorized Signature				Date	
Print Name and Title					
Issue Dates Requested					
Number of Ads				Size of ads	

1st Quarter: Jan, Feb, March. 2nd quarter April, May, June 3rd Quarter July, August, Sept. 4th quarter Oct, Nov, Dec.
Each quarter will have a digital, print and digital newsletter publication.

Ad size		Price per quarter	Annual discounted price*
3.667" w x 2.458" h	<i>1/8 Page – full color</i>	\$ 253	\$ 910
3.667" w x 4.9172" h	<i>1/4 Page – full color</i>	\$ 415	\$1,494
7.5" w x 4.917" h	<i>1/2 Page – full color</i>	\$ 735	\$2,646
8.75" W x 11.25" h	<i>Full Page, interior– full color</i>	\$1,250	\$4,500
8.75" W x 11.25" h	<i>Full Page, interior Back cover– full color</i>	\$1,450	\$5,220
8.75" W x 11.25" h	<i>Full Page Back cover– full color</i>	\$1,950	\$7,020

*Represents a 10% discount for an annual commitment, may be paid quarterly.

Ad rate: \$ _____ x _____ Number of issues Total \$ _____

Payment: ___ Check enclosed ___ Credit Card: VISA MC DISCOVER AM EX

Card # _____ Exp.Date _____ Billing Zip _____

Reservations require payment agreement and contract
Email artwork to sreplinger@clchamber.com
Camera ready art Files: PDF - Make sure your colors are CMYK with

427 W. Virginia St. Crystal Lake, IL 60014
Phone 815-459-1300 Fax 815-459-0243
www.clchamber.com

Business Pathways is published monthly- 2 digital and one printed publications per quarter featuring all that is happening with the Crystal Lake Business community. Each Quarter features:

(2) Digital newsletter version featuring photos and upcoming events, news you can use and more

(1) 16 page printed magazine with feature length stories on area businesses, business trends, leadership and more.

- We publish monthly, allowing you an affordable advertising choices to fit your marketing budget.
- Business Pathways is a complimentary publication available online and distributed to our over 950 member. Additional print copies will be available at the Chamber office.
- You can change or modify your ad with each edition at no additional charge to you.
- We provide a wide range of articles that appeal to all interest; from area history to business profiles, we highlight all that makes Crystal Lake a great place to live and do business.
- Each edition available as an archive on the Crystal Lake Chamber of Commerce

Choose the advertising packet that is right for you

We offer a variety of ad sizes and rates ranging from a single electronic issue to a full year placement. See the attached pages to illustrate the ad sizes available and the rates can be found in the table below. Here are some other considerations:

The higher the frequency, the better the rate, and you can change your ad each issue if you desire at no additional change.

On a multi rate schedule, your ads do not need to run concurrently, however they do need to run between the date of the contract and the December issue of any given year.

Deadline and Ad Content

The next issue of the Business Pathways will be distributed during the second week of each month. Camera ready PDF format ads need to be received by end of business on the published deadline. For a fee of \$75 ads can be designed if you provide the necessary art and information.

Issue Date	Jan 2018	Feb 2018- Printed	Mar 2018	Apr 2018	May 2018- Printed	Jun 2018
Art Deadline	12/15/17	1/15/18	2/15/18	3/15/18	4/15/18	5/15/18

Issue Date	Jul 2018	Aug 2018- Printed	Sept 2018	Oct 2018	Nov 2018- Printed	Dec 2018
Art Deadline	6/15/18	7/15/18	8/15/18	9/15/18	10/15/18	11/15/18

300 DPI for Print & 150 DPI for Digital