

ADVERTISING MEDIA KIT



The Mobile Chamber offers member businesses affordable advertising rates in numerous publications. These options include:

- The *Business View Weekly* - a weekly e-mail sent to more than 8,000 addresses
- *MobileChamber.com* - the Mobile Chamber's redesigned website averages 10,000 page views a month.
- Mobile Chamber Annual Report - 2,000 copies of the Mobile Chamber Annual Report are printed and it is shared year-round digitally.
- Content - We have several content pieces available for advertising to reach specific target audiences.

Take advantage of the many ways to advertise your business.



MOBILECHAMBER.COM

MOBILE CHAMBER • PO BOX 2187 • MOBILE AL 36652-2187

ANNUAL REPORT



ADVERTISING SPECIFICATIONS

All Mobile 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). 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 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 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 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.

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.

*WISE DESIGN

DESIGNER FOR THE ANNUAL
REPORT
251.660.7751

PRICE SCHEDULE

Ad Design
Full Page \$500

To learn more about the benefits of advertising, contact:

Denise Curtis, Communications Director

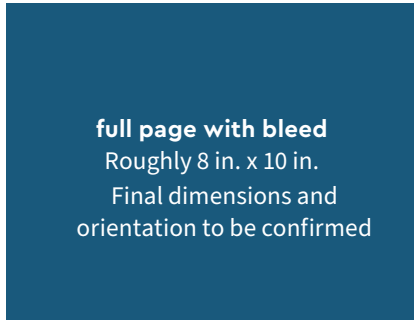
251.431.8641 • dcurtis@mobilechamber.com

MOBILECHAMBER.COM

MOBILE CHAMBER • PO BOX 2187 • MOBILE AL 36652-2187

ANNUAL REPORT AD SIZES

The *Mobile Chamber Annual Report* is an annual business publication produced by the Mobile Chamber to highlight the previous year's accomplishments.



*Ads shown are not actual size and shown for approximate dimensions and bleeds available.
All ads include full color at no extra charge.

Publication Size: Roughly 8"x10"

Final dimensions & orientation to be confirmed.

ADVERTISING RATES

Back Cover – premium

Full page – full bleed – \$2,500

Roughly 8 in. x 10 in.

Final dimensions and orientation to come.

Inside front, inside back, page 3

Full page – full bleed – \$1,500

Roughly 8 in. x 10 in.

Final dimensions and orientation to be confirmed.

MEMBER ADVERTISING CONTRACT & SPACE ORDER

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

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 with the Mobile Chamber. Return signed form to: cwilson@mobilechamber.com.

AD SELECTION

- BACK COVER - \$2,500
- INSIDE FRONT - \$1,500
- INSIDE BACK - \$1,500
- PAGE 3 - \$1,500

AD FORMAT PROVIDED/NEEDED

- Camera Ready
- Needs Ad Design*

***NOTE:** For ads other than print ready, additional charges will apply according to ad size and services needed.

BUSINESSVIEW WEEKLY

The *Business View Weekly* is a weekly e-mail business publication produced by the Mobile Chamber. 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

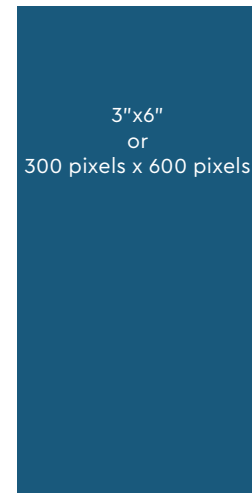
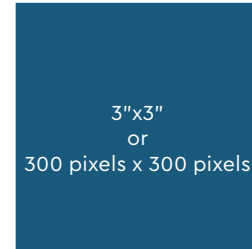
	3x3 300 pixels x 300 pixels	3x6 300 pixels x 600 pixels
1 Week	\$80	\$100
4-7 Weeks	\$70	\$90
8-15 Weeks	\$60	\$80
16+ Weeks	\$50	\$70

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):

JANUARY 2023	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	JULY 2023	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
FEBRUARY 2023	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	AUGUST 2023	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
MARCH 2023	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	SEPTEMBER 2023	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
APRIL 2023	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	OCTOBER 2023	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
MAY 2023	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	NOVEMBER 2023	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
JUNE 2023	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	DECEMBER 2023	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

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 Weekly. Return signed form to: cwilson@mobilechamber.com
P.O. Box 2187, Mobile, AL 36652-2187*

To learn more about the benefits of advertising, contact:

Denise Curtis, Communications Director
251.431.8641 • dcurtis@mobilechamber.com

STANDARD RATES for 3x3

\$80 each week

\$70 each week for 4-7 weeks

\$60 each week for 8-15 weeks

\$50 each week for 16+ weeks

STANDARD RATES for 3x6

\$100 each week

\$90 each week for 4-7 weeks

\$80 each week for 8-15 weeks

\$70 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

MOBILECHAMBER.COM BANNER ADS

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 in rotation.

Web pages available are:

- WEBPAGE FOOTER: \$2,400/year (5 available)
- CHAMBER CALENDAR: \$1,200/ year (5 available)
- COMMUNITY CALENDAR: \$1,200/year or \$100/month (5 per month)
- MEMBER DIRECTORY: \$1,200/ year (3 available)
- MEMBER JOB POSTINGS: \$1,200/ year (3 available)
- BUSINESS VIEW BLOG: \$1,200/ year (3 available)

MEMBER ADVERTISING CONTRACT & SPACE ORDER

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

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 with the Mobile Chamber. Return signed form to: cwilson@mobilechamber.com.



AD SIZES*

936 pixels x 120 pixels

	PIXELS
Width	936
Height	120
	150 dpi

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251.431.8641 • dcurtis@mobilechamber.com