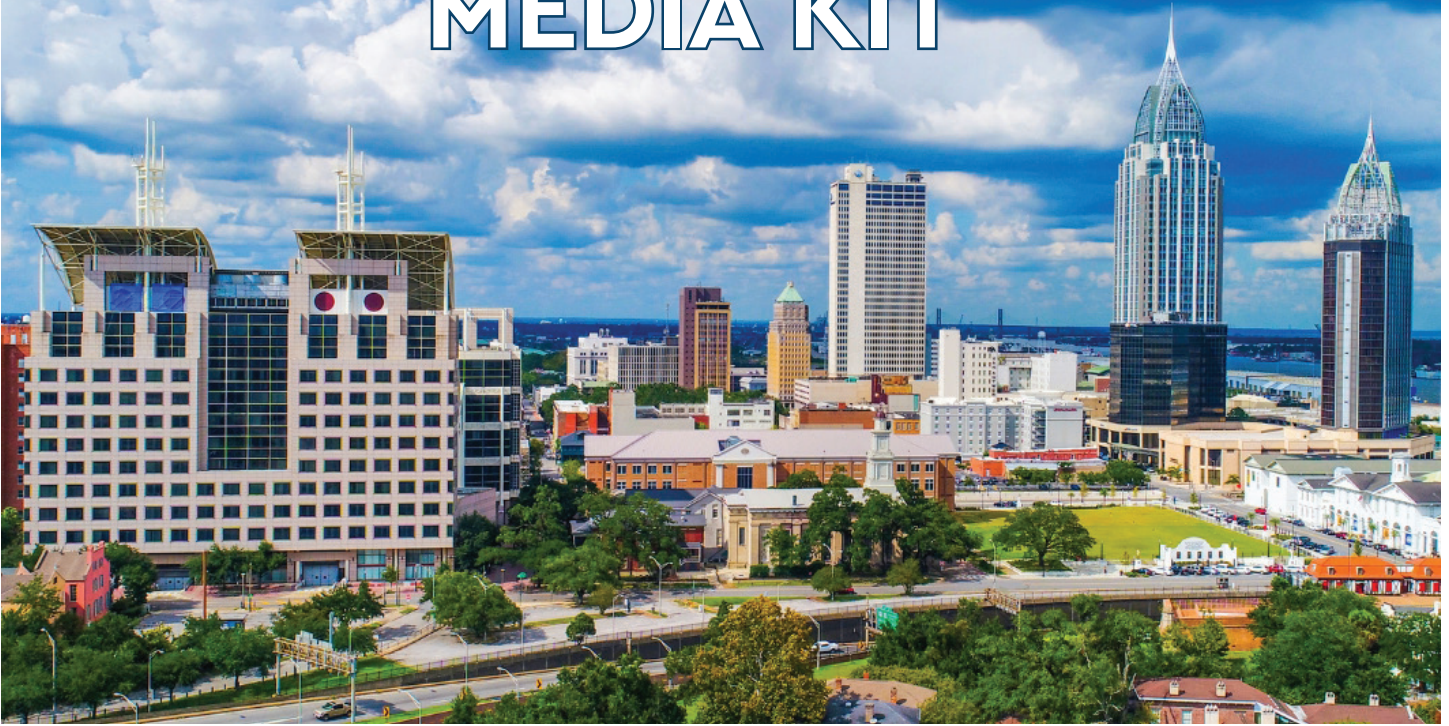


ADVERTISING MEDIA KIT



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

- *TheBusinessView.com*
TheBusinessView.com is the Mobile Chamber's new website for business news.
- *The Business View Weekly*
A weekly email sent to more than 9,000 addresses with an average open rate of 40%.
- *MobileChamber.com*
The Mobile Chamber's award-winning website had 2.1 million page views in 2022.
- *Mobile Chamber Annual Report*
2,000 copies of the Mobile Chamber 68-page Annual Report are printed and shared year-round digitally.
- *Digital Content Advertising*
We have several content pieces available for advertising to reach specific target audiences.
- *Mobile Matters Podcast*
Hosted by Mobile Chamber President and CEO Bradley Byrne, the Mobile Matters Podcast is diving deeper into important topics that make a significant impact on Mobile's thriving business community.

Take advantage of the many ways to advertise your business.



MOBILECHAMBER.COM

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

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 |

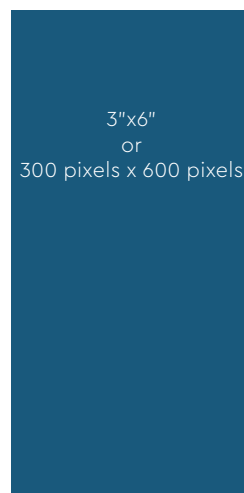
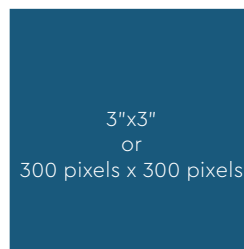
All ads may link to a web page or PDF flyer.

Ads are due Wednesday at noon for the next edition. All ads must accompany a signed contract, with a credit card guarantee, noting dates ad(s) should run.



**Mobile
Chamber**

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 2024 ☐ ☐ ☐ ☐

JULY 2024 ☐ ☐ ☐ ☐

FEBRUARY 2024 ☐ ☐ ☐ ☐ ☐

AUGUST 2024 ☐ ☐ ☐ ☐ ☐

MARCH 2024 ☐ ☐ ☐ ☐

SEPTEMBER 2024 ☐ ☐ ☐ ☐

APRIL 2024 ☐ ☐ ☐ ☐

OCTOBER 2024 ☐ ☐ ☐ ☐ ☐

MAY 2024 ☐ ☐ ☐ ☐

NOVEMBER 2024 ☐ ☐ ☐ ☒

JUNE 2024 ☐ ☐ ☐ ☐

DECEMBER 2024 ☐ ☐ ☒ ☒

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

NEW!

TheBusinessView.com is the Mobile Chamber's new business news website.

The primary objective of TheBusinessView.com is to serve as a comprehensive resource for business-related news in the Mobile, Alabama region. We strive to provide an influential platform for the Mobile Chamber to highlight the triumphs of Mobile Bay and share stories from the local business community.

Stories on the TheBusinessView.com are promoted through the Mobile Chamber's social media platforms and the Business View Weekly newsletter sent to more than 9,000 emails.

Our commitment is to ensure that the successes of our region are celebrated and that the business community remains well informed and interconnected.

AD SIZES*

970 pixels x 120 pixels

300 pixels x 250 pixels

AD FORMAT PROVIDED/ NEEDED:

Acceptable formats: PDF, jpg or png only

Physical dimensions:

300 × 250 px at 150 dpi

970 × 120 px at 150 dpi

*Ads shown are not actual size and shown for approximate dimensions and bleeds available.

SIDEBAR ADS:

STANDARD RATES for 300 X 250

\$400/Quarter

\$1,200/Year

HOMEPAGE BANNER

STANDARD RATES for 970 X 120

\$700/Quarter

\$2,400/Year

BUNDLE

SIDE & BANNER

\$1,000/Quarter

\$3,200/Year

If you are purchasing advertising for mobilechamber.com as well, you get a **20% discount on your total purchase.*

All ads may link to a web page. All ads must accompany a signed contract with a credit card guarantee, noting dates ad(s) should run.

MEMBER ADVERTISING CONTRACT & SPACE ORDER

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

Ad Options:

SIDEBAR

- ☐ Q1
☐ Q2
☐ Q3
☐ Q4
☐ YEAR

HOME PAGE BANNER

- ☐ Q1
☐ Q2
☐ Q3
☐ Q4
☐ YEAR

BUNDLE (SIDEBAR & BANNER)

- ☐ Q1
☐ Q2
☐ Q3
☐ Q4
☐ YEAR

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./Volunteer: _____

Your signature acknowledges that you have read the deadlines, reservations, conditions and limitations for advertising in TheBusinessView.com. Return signed form to: cwilson@mobilechamber.com
P.O. Box 2187, Mobile, AL 36652-2187

To learn more about the benefits of advertising, contact:
Carolyn Wilson, Communications & Advocacy Coordinator
251.431.8606 • cwilson@mobilechamber.com

STANDARD RATES

SIDEBAR ADS:

STANDARD RATES for 300 X 250

\$400/Quarter

\$1,200/Year

HOME PAGE BANNER

STANDARD RATES for 970 X 120

\$700/Quarter

\$2,400/Year

BUNDLE SIDE & BANNER

\$1,000/Quarter

\$3,200/Year

AD FORMAT PROVIDED/NEEDED

Acceptable Formats:
PDF, jpg or png only

Physical Dimensions:
300 x 250 px at 150 dpi
970 x 120 at 150 dpi

If you are purchasing advertising for mobilechamber.com as well, you get a **20% discount on your total purchase.*



MOBILE MATTERS PODCAST POWERED BY THE MOBILE CHAMBER

Hosted by Mobile Chamber President and CEO Bradley Byrne, the Mobile Matters Podcast is diving deeper into important topics that make a significant impact on Mobile's thriving business community.

We'll feature guests including city and county officials, business and community organizers.

SPONSORSHIP BENEFITS

- Name recognition 3 times during the podcast.
- :30 spot in the middle of the podcast.
- Name recognition along with posting in:
 - ◇ TheBusinessView.com
 - ◇ The Business View E-Newsletter
 - ◇ The Mobile Chamber social media channels
 - ◇ MobileChamber.com

PRICING

\$1,000/MONTH

\$5,000/6 MONTHS

All ads must accompany a signed contract with a credit card guarantee, noting dates ad(s) should run.



MEMBER ADVERTISING CONTRACT & SPACE ORDER

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

Sponsor Options:

☐ \$1000/MONTH

☐ \$5000/6 MONTHS

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./Volunteer: _____

STANDARD RATES

\$1,000/MONTH

\$5,000/6 MONTHS

*Your signature acknowledges that you have read the deadlines, reservations, conditions and limitations for advertising in TheBusinessView.com. Return signed form to: cwilson@mobilechamber.com
P.O. Box 2187, Mobile, AL 36652-2187*

To learn more about the benefits of advertising, contact:
Carolyn Wilson, Communications & Advocacy Coordinator
251.431.8606 • cwilson@mobilechamber.com

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)

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./Volunteer: _____

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 |

*Ads shown are not actual size and shown for approximate dimensions and bleeds available.

To learn more about the benefits of advertising, contact:
Denise Curtis, Communications Director
251.431.8641 • dcurtis@mobilechamber.com

DIGITAL CONTENT ADVERTISING

The Mobile Chamber produces each of the following spotlight articles as part of an annual series: Executive Profile, Investor Spotlight, Legislator Spotlight, Military Spotlight.

Annual advertisers for each series will be recognized as the sole sponsor for their chosen series for one year. Sponsor will receive logo and name recognition as each article is posted on the MobileChamber.com's Business View Blog, Weekly Email Newsletters and Chamber Social Media Platforms.

- ☐ EXECUTIVE PROFILE: \$1,500/year (1 available)
Spotlighting an executive leader in the business community monthly.
- ☐ INVESTOR SPOTLIGHT: \$1,500/ year (1 available)
Spotlighting a Partners for Growth Investor company monthly.
- ☐ LEGISLATOR SPOTLIGHT: \$1,000/year (1 available)
Spotlighting a local state legislator weekly during the 2024 Legislative Session.
- ☐ MILITARY SPOTLIGHT: \$1,000/ year (1 available)
Spotlighting a military veteran in the Mobile Business Community every two months.

MEMBER ADVERTISING CONTRACT

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

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./Volunteer: _____

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.



LOGO REQUIREMENTS

Company to provide their logo for advertising placement in one of the following formats:

- .pdf
- .ai
- .eps

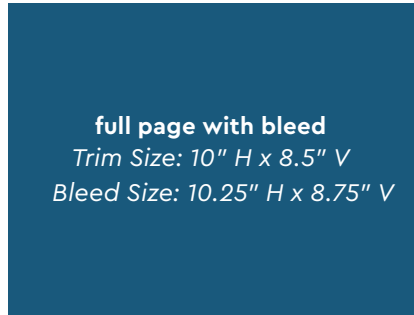
To learn more about the benefits of advertising, contact:
Denise Curtis, Communications Director
251.431.8641 • dcurtis@mobilechamber.com

2023 ANNUAL REPORT

The *Mobile Chamber Annual Report* is an annual business publication produced by the Mobile Chamber to highlight the previous year's accomplishments. The 2023 Annual report will be published in 2024.

Publication Size: 10" H x 8.5" V

Final dimensions & orientation to be confirmed.



ADVERTISING RATES

Back Cover – premium

Full page – full bleed – \$2,500

Trim Size: 10" H x 8.5" V

Bleed Size: 10.25" H x 8.75" V

Inside front, inside back, page 3

Full page – full bleed – \$1,500

Trim Size: 10" H x 8.5" V

Bleed Size: 10.25" H x 8.75" V

Interior Pages

Full page – full bleed – \$1,500

Trim Size: 10" H x 8.5" V

Bleed Size: 10.25" H x 8.75" V

*Ads shown are not actual size and shown for approximate dimensions and bleeds available.

All ads include full color at no extra charge.

All Mobile Chamber print publications are designed using InDesign software.

File Format:

- PDF files and all embedded graphics are to be 300 dpi.
- Illustrator, PhotoShop or high resolution files (300 dpi or higher).
- 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 0.25" 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.

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. 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.

To learn more about the benefits of advertising, contact:

Denise Curtis, Communications Director

251.431.8641 • dcurtis@mobilechamber.com

MOBILECHAMBER.COM

MOBILE CHAMBER • 451 Government Street • MOBILE AL36602



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 advertising.

2023 ANNUAL REPORT

The *Mobile Chamber Annual Report* is an annual business publication produced by the Mobile Chamber to highlight the previous year's accomplishments. The 2023 Annual report will be published in 2024.



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/Volunteer: _____

AD SELECTION

- | | |
|---|--|
| <input type="checkbox"/> SOLD BACK COVER - \$2,500 | <input type="checkbox"/> SOLD INSIDE BACK - \$1,500 |
| <input type="checkbox"/> SOLD INSIDE FRONT - \$1,500 | <input type="checkbox"/> SOLD PAGE 3 - \$1,500 |
| <input type="checkbox"/> INSIDE PAGE - \$1,000 | |

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.

2024 ANNUAL REPORT

The *Mobile Chamber Annual Report* is an annual business publication produced by the Mobile Chamber to highlight the previous year's accomplishments. The 2024 Annual report will be published in 2025.

Publication Size: 10" H x 8.5" V

Final dimensions & orientation to be confirmed.

full page with bleed

Trim Size: 10" H x 8.5" V

Bleed Size: 10.25" H x 8.75" V

ADVERTISING RATES

Back Cover – premium

Full page – full bleed – \$2,500

Trim Size: 10" H x 8.5" V

Bleed Size: 10.25" H x 8.75" V

Inside front, inside back, page 3

Full page – full bleed – \$1,500

Trim Size: 10" H x 8.5" V

Bleed Size: 10.25" H x 8.75" V

Interior Pages

Full page – full bleed – \$1,500

Trim Size: 10" H x 8.5" V

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MOBILECHAMBER.COM

MOBILE CHAMBER • 451 Government Street • MOBILE AL36602

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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/Volunteer: _____

AD SELECTION

☐ BACK COVER - \$2,500 ☐ INSIDE BACK - \$1,500

☐ INSIDE FRONT - \$1,500 ☐ PAGE 3 - \$1,500

☐ INSIDE PAGE - \$1,000

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.