

# E-Newsletter

Chamber members can promote their events in the weekly E-Newsletter, which is e-mailed to over 1,800 leading business professionals.

## E-Newsletter Ad Rates

	1 Month	3 Months	6 Months	12 Months
E-News Ad	\$60	\$120	\$240	\$360

All E-Newsletter ads are included on the Chamber website with a direct link to your website.

### E-newsletter Ad Specifications:

Advertiser must supply camera-ready ad at 630 pixels x 225 pixels in a jpg format as RGB.

### Advertising Registration Form

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

I would like to purchase the following advertising space:

**Newsletter Ad** (Size: \_\_\_\_\_)

**Newsletter Insert (Flier)**

**Web Banner Ad**     **E-Newsletter Ad**

Choose the advertising month(s):  Jan.    Feb.

March    April    May    June    July

Aug.    Sept.    Oct.    Nov.    Dec.

Payment options (choose one):

**Check** (Payable to: Greater Elkhart Chamber of Commerce)

**Credit Card** (All information must be provided in order to process)

Choose one:  Visa    MasterCard    Discover    AmEx

**TOTAL: \$** \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Customer Verification #: \_\_\_\_\_ (3 digit Visa/MC/Disc or 4 digit AmEx)

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

**Fax this to: (574) 294-1859 or call (574) 293-1531**

### Terms

All advertisements are subject to availability, based on a first-come first-served basis, and payable in advance. The Chamber may refuse to accept advertising from businesses that are delinquent in their advertising payments. The Greater Elkhart Chamber of Commerce must approve all advertisements and reserves the right to edit, limit or reject any advertising or copy that is in conflict with objectives of the publications and the Chamber.

The Chamber assumes no liability for products or services advertised in the newsletter, E-Newsletter or Chamber website. An agreement to advertise does not constitute an endorsement by The Great Elkhart Chamber of Commerce.



Greater Elkhart  
**CHAMBER**

*Leading Business...Leading Our Community*

The Greater Elkhart Chamber of Commerce  
418 S. Main St., Elkhart, IN 46516  
Phone: (574) 293-1531 • Fax: (574) 294-1859

[www.elkhart.org](http://www.elkhart.org)

# Advertising Rates

- **Newsletter Ads**
- **Newsletter Inserts**
- **Web Banner Ads**
- **E-Newsletter Ads**



Greater Elkhart  
**CHAMBER**

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# Monthly Newsletter

A full color newsletter, published monthly, is mailed to approximately 2,000 leading business professionals and viewable on our website at [www.elkhart.org](http://www.elkhart.org). The newsletter features Chamber and community information, event updates, business and legislative issues overviews, business advice, and more. Reach leading decision-makers by advertising in the Chamber newsletter, a great business-to-business marketing vehicle. Newsletters are mailed directly to Chamber businesses and distributed through Chamber events and resources.



## Publication Dates & Deadlines

**Publication Date:** First week of every month.

**Ad Space/Insert Deadline:** Second Friday of the previous month.

**Materials Deadline:** Second Friday of the previous month.

No cancellations/no refunds after space closing date. If advertising has not been provided by the materials deadline, advertiser will be invoiced for reserved space and a replacement ad will be utilized.

## Ad Specifications:

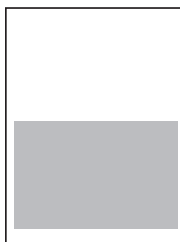
The newsletter is full color and published at 300 dpi. All ads must be camera-ready and sent electronically as a PDF, JPG or EPS. Please send all files at exact size. There will be an additional charge of \$25 if files need to be manipulated. Ads can be emailed to Abby Wier at [awier@elkhart.org](mailto:awier@elkhart.org).



Double Page (Centerspread)  
Full Color Ad  
19" x 11.4286"



Full Page  
Full Color Ad  
9.25" x 11.4286"



1/2 Page Horizontal  
Full Color Ad  
9.25" x 5.574"



1/2 Page Vertical  
Full Color Ad  
4.5" x 11.4286"



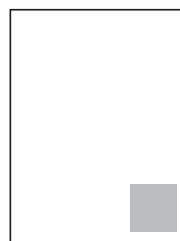
1/4 Page Vertical  
Full Color Ad  
4.5" x 5.574"



1/4 Page Horizontal  
Full Color Ad  
9.25" x 2.5"



1/8 Page  
Full Color Ad  
4.5" x 2.5"



1/16 Page  
Full Color Ad  
2.14" x 2.5"

Ad Rates (Full Color)				
	1 Month	3 Months	6 Months	12 Months
Double Page	\$2,000			
Full Page	\$1,000	\$900/mo.	\$825/mo.	\$750/mo.
1/2 Page H	\$600	\$500/mo.	\$375/mo.	\$325/mo.
1/2 Page V	\$600	\$500/mo.	\$375/mo.	\$325/mo.
1/4 Page H	\$310	\$280/mo.	\$260/mo.	\$245/mo.
1/4 Page V	\$310	\$280/mo.	\$260/mo.	\$245/mo.
1/8 Page	\$155	\$139/mo.	\$130/mo.	\$117/mo.
1/16 Page	\$65	\$58.50/mo.	\$55.25/mo.	\$52/mo.

All ads are included in the printed newsletter and online.

Insert (Flyer) Rates				
	1 Month	3 Months	6 Months	12 Months
Flier	\$175	\$158/mo.	\$147/mo.	\$135/mo.

## Insert (Flyer) Specifications:

Advertiser must supply 2,000 flyer inserts for inclusion in the Chamber newsletter. Inserts may not be stapled, and cannot be heavy stock paper due to postage. There is a limit of 7 inserts per month, on a first-come first-serve basis. **Insert Deadline:** Second Friday of the previous month.

## Website

The Chamber website, [www.elkhart.org](http://www.elkhart.org), is the most highly accessed information source for the Elkhart region, featuring a Chamber events calendar, government information, and links to resources and websites.

On average, the Chamber website receives 25,000 unique visitors and 150,000 hits each month. A high percentage of these visitors then search the business directory for products and services and click onto member websites.

Web Banner Ad Rates		
	6 Months	12 Months
Home Page 1 (190 x 200 pixels)	\$390	\$780
Home Page 2 (190 x 200 pixels)	\$390	\$780
Business Directory (300 x 150 pixels)	\$390	\$780
Events Calendar (468 x 60 pixels)	\$300	\$600
Chamber Information (468 x 60 pixels)	\$300	\$600
Photo Gallery 1 (468 x 60 pixels)	\$300	\$600
Photo Gallery 2 (468 x 60 pixels)	\$300	\$600

All web banner ads include a direct link to your website.

## Web Banner Ad Specifications:

Advertiser must supply a camera-ready jpg file not to exceed 30k with the exact size in pixels.