



THE WOODLANDS AREA  
**CHAMBER**  
*of* COMMERCE

# MARKETING MEDIA KIT

## Contact

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# MONTHLY MAGAZINE | BUSINESS TODAY

## Rates & Specs

AD SIZE	RATES			
	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
<b>1/8 page</b> 3.75" W x 2.25" H	\$ 305	\$ 285/month	\$ 260/month	\$ 225/month
<b>1/4 page</b> 3.75" W x 4.75" H	\$ 430	\$ 390/month	\$ 350/month	\$ 300/month
<b>1/2 page</b> 7.75" W X 4.75" H	\$ 705	\$ 655/month	\$ 600/month	\$ 550/month
<b>Full page</b> 8.5" W x 11" H	\$1,305	\$1,175/month	\$1,060/month	\$ 950/month
<b>Inside Front Cover (1/2 page)</b> 7.75" W x 4.75" H	N/A	\$ 715/month	\$700/month	\$680/month
<b>Inside Back Cover</b> 8.5" W x 11" H	N/A	\$1,195/month	\$1,080/month	\$ 965/month
<b>Bottom Banner</b> 7.75" W x 1.25" H	\$ 325	\$ 290/month	\$ 290/month	\$ 290/month
<b>Outside Back Cover</b> Bleed Size: 8.75" W x 11.25" H Trim Size: 8.5" W x 8.875" H Live Image Area: 7.5" W x 8.25"H (Area of image clear of back cover trim and safe from mailing placement)	\$1,600			
<b>Profile of Success (1/2 page)</b> 7.75" W x 4.75" H A Profile of Success is a great way to share your business story. Explain at length your company, expansion or detail your expertise and services. Includes 450-word copy ad a high-resolution image or logo.	\$ 600 each			

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## Materials & Deadlines

- Ads should be provided as a high-resolution PDF (CMYK, no spot/PMS colors) built to exact size as specified, with no bleeds included unless it is a full-page ad.
- Preferred format for artwork submission is PDF or JPEG.
- Closing date for space reservations is the 1<sup>st</sup> of the month previous to the month the ad will appear
- Artwork is due on the 8<sup>th</sup> day of the month previous to the month when the ad will run.
- Submit all artwork to [Royce.Brooks@WoodlandsChamber.org](mailto:Royce.Brooks@WoodlandsChamber.org)



## MONTHLY MAGAZINE | BUSINESS TODAY

### Online Distribution

Business Today is posted to the following Community websites for viewing, reading, sharing and linking, in addition to the Chamber's social media pages:

[WoodlandsChamber.org](http://WoodlandsChamber.org) | [WoodlandsOnline.com](http://WoodlandsOnline.com) | [WoodlandsDirectory.com](http://WoodlandsDirectory.com)

## MONTHLY MAGAZINE | BUSINESS TODAY

### Print Distribution (monthly)

**1,800** Mailed to Chamber Members/Representatives.

**830** Mailed to Local Businesses with ten or more employees in 77380, 77381, 77382, 77384 and 77386 zips.

**370** Placed in the Chamber Offices and Meeting Rooms, and at all Business Connection Events.

**450** Distributed to Market Street, Visit The Woodlands and the Shenandoah Convention and Visitors Bureau

**250** Distributed through a partnership with Lone Star Greeting Service inside Welcome Packets distributed to new residents in The Woodlands, Oak Ridge North, Shenandoah, Magnolia, North Spring and South Conroe (77316, 77354, 77380, 77381, 77382, 77384, 77385, 77386 and 77389).

**200** Placed in Relocation Packets that Visitors and Residents request from the Chamber for guests, Conferences, and Businesses.

## EMAIL MARKETING | MEMBER MINUTE

### Member to Member Eblast (weekly)



Reaches 4,000+ Active Chamber Representatives

#### MEMBER TO MEMBER EMAIL MARKETING: \$100 each

- Excellent choice for events, announcing your business, call for donations/volunteers and special promotions.
- Send an email to more than 4,000 active Chamber representatives. Eblast goes out every Thursday
- Easy submissions by filling in the blanks, uploading a picture/logo and selecting your specific distribution date(s) at [woodlandschamber.org/Member-Minute](http://woodlandschamber.org/Member-Minute)
- Links directly to your website, evite, video, document or email address
- First come, first placed distribution with limited space available: 10 placements per week

## ONLINE MARKETING | CHAMBER WEBSITE

### Website Banner Ad (monthly)



WoodlandsChamber.Org Averages 30,000 Page Views per Month

#### WEB BANNER AD: \$300 per 30 days

- Excellent choice for premier brand awareness, special promotions, and events
- Priority placement includes rotations on every page (right or left section), rotating every 7.5 seconds
- Links directly to your website, evite, video, document
- Limited space available: 8 rotations total
- First come, first placed distribution with limited space available: 10 placements per week
- Advertiser provides artwork: 480 x 60 px in a jpeg or png
- Optional design fee \$50 - The Chamber designs and provides 2 proofs of artwork.

## ONLINE MARKETING | PRIORITY LISTING

### Website Member Directory (yearly)



WoodlandsChamber.Org Online Directory Averages 8,300 Hits per Month

#### PRIORITY LISTING: \$300 one year - upgrade option to Category Sponsor \$200 for 3 mos.

- Excellent way to stand out among other businesses in your category of our online directory
- Ensures your business is listed as one of the top four for every search in your category(ies), every time, no matter how many businesses are listed
- Limit to four spots available per category, with option to upgrade to Category Sponsor and appear at the page heading for a three month period.