MARKETING MEDIA KIT

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MONTHLY MAGAZINE | BUSINESS TODAY
Rates & Specs

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>RATES</th>
<th>1 MONTH</th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
<th>12 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 page 3.75&quot; W x 2.25&quot; H</td>
<td>$ 305</td>
<td>$ 285/month</td>
<td>$ 260/month</td>
<td>$ 225/month</td>
<td></td>
</tr>
<tr>
<td>1/4 page 3.75&quot; W x 4.75&quot; H</td>
<td>$ 430</td>
<td>$ 390/month</td>
<td>$ 350/month</td>
<td>$ 300/month</td>
<td></td>
</tr>
<tr>
<td>1/2 page 7.75&quot; W X 4.75&quot; H</td>
<td>$ 705</td>
<td>$ 655/month</td>
<td>$ 600/month</td>
<td>$ 550/month</td>
<td></td>
</tr>
<tr>
<td>Full page 8.5&quot; W x 11&quot; H</td>
<td>$1,305</td>
<td>$1,175/month</td>
<td>$1,060/month</td>
<td>$ 950/month</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover (½ page)</td>
<td>N/A</td>
<td>$ 715/month</td>
<td>$700/month</td>
<td>$680/month</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover 8.5&quot; W x 11&quot; H</td>
<td>N/A</td>
<td>$1,195/month</td>
<td>$1,080/month</td>
<td>$ 965/month</td>
<td></td>
</tr>
<tr>
<td>Bottom Banner 7.75&quot; W x 1.25&quot; H</td>
<td>$ 325</td>
<td>$ 290/month</td>
<td>$ 290/month</td>
<td>$ 290/month</td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$1,600</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bleed Size: 8.75&quot; W x 11.25&quot; H</td>
<td>Trim Size: 8.5&quot; W x 8.875&quot; H</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live Image Area: 7.5&quot; W x 8.25&quot; H</td>
<td>(Area of image clear of back cover trim and safe from mailing placement)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profile of Success (½ page)</td>
<td>$ 600 each</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.75&quot; W x 4.75&quot; H</td>
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</tr>
<tr>
<td>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.</td>
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</tr>
</tbody>
</table>

MONTHLY MAGAZINE | BUSINESS TODAY
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 1st of the month previous to the month the ad will appear.
- Artwork is due on the 8th day of the month previous to the month when the ad will run.
- Submit all artwork to Royce.Brooks@WoodlandsChamber.org
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 | WoodlandsOnline.com | WoodlandsDirectory.com

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)

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.
- 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.