



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
1/8 page 3.75" W x 2.25" H	\$250	\$225/month	\$210/month	\$195/month
1/4 page 3.75" W x 4.75" H	\$375	\$320/month	\$ 295/month	\$270/month
1/2 page 7.75" W X 4.75" H	\$575	\$510/month	\$ 475/month	\$440/month
Full page 8.5" W x 11" H	\$1,000	\$890/month	\$825/month	\$760/month
Inside Front Cover (½ page) 7.75" W x 4.75" H	\$700	\$640/month	\$600/month	\$560/month
Inside Back Cover 8.5" W x 11" H	\$1,100	\$1,035/month	\$925/month	\$ 780/month
Bottom Banner 7.75" W x 1.25" H	\$300	\$275/month	\$265/month	\$250/month
Outside Back Cover 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)	\$1,200	\$1,080/month	\$1,020/month	\$930/month
Profile of Success* (½ page) 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, and a high resolution image or logo.	\$600 each	<i>*Limit one per issue.</i>		

MONTHLY MAGAZINE | BUSINESS TODAY

Materials & Deadlines

- **Color & Format:** All colors should be in CMYK (no spot colors or PMS colors). The preferred format is a high-resolution PDF; however, high-resolution JPEG files are acceptable.
- **Size & Bleeds:** For non-full-page ads, artwork should be built to the exact specified size with no bleeds included. Full-page ads submitted should have a 1/8 inch (.125") bleed on all four sides. Full-page ads submitted without the required 1/8 inch bleed will be printed with a 1/2 inch (.5") perimeter border around the ad.
- **Closing date for ad 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



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 | WoodlandsOnline.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 4,800+ 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 4,800 active Chamber representatives. E-blast 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

ONLINE MARKETING | CHAMBER WEBSITE

Website Banner Ad (monthly)



WoodlandsChamber.Org Averages 30,000 Page Views per Month

WEB BANNER AD: \$400 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.