



Arlington Chamber of Commerce 2016 Membership Directory

ADVERTISING RATES



Did you know?

- 63% of consumers are more likely to buy goods and services from a company they believe is a member of the Chamber of Commerce.
- 44% of consumers are more likely to think favorably about a business they know is a Chamber member.
- Consumers who are told that a business is a Chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its reputation.

This official Chamber publication reaches relocating businesses and newcomers at a crucial buying decision time. Market your business to thousands of new prospective families and businesses moving to our area before they establish new buying habits.

Source: Schapiro Group and Cortera Group studies, 2006-2010.



AD SIZES AND RATES

Size	Width" X Height"	Rate
PREMIUM POSITIONS*		
Back Cover	8.375 x 10.8125	\$4,995
Inside Front Cover	8.375 x 10.8125	\$3,695
Inside Front Facing Cover	8.375 x 10.8125	\$3,695
Full Page [Opposite Table of Content]	8.375 x 10.8125	\$3,495
Inside Back Cover	8.375 x 10.8125	\$3,695
2-Page Spread	16.75 x 10.8125	\$4,695

STANDARD AD UNITS

Full Page*	8.375 x 10.8125	\$2,995
Half-Page Vertical	3.5 x 9.8125	\$1,895
Half-Page Horizontal	7.375 x 4.75	\$1,895
Quarter Page	3.5 x 4.75	\$1,295
Double Column	4.75 x 3.125	\$1,195
Eighth Page	3.5 x 2.25	\$795
Single Column	2.25 x 3.125	\$695
Mini Display	2.25 x 1.5	\$495

BONUS: All advertisers receive a **FREE** bolded and highlighted listing under their business category in the directory, including a page number reference to their display ad.

*Add an additional ¼" on all sides outside of trim for bleed for all full page and spread ads. Dimensions shown are page and file trim sizes. Please indicate crop marks on all files.

DEADLINES

Ad reservation deadline: Friday, October 30
 Ad copy and photo deadline: Friday, November 6
 Digital ad material deadline: Friday, November 13

DISTRIBUTION

- Distributed by the Chamber of Commerce in economic development packages, relocation packages, membership packets and high traffic tourism destinations across Arlington.
- Also distributed by participating advertisers, sponsors and premium points of contact with the public.
- Year-long shelf life ensures maximum advertising value.

SPONSORSHIP BENEFITS

- Your advertisement is distributed to your target audience for just a few cents per exposure.
- Advertising in this publication will position your company as a strong supporter of and leader in the Arlington business community.

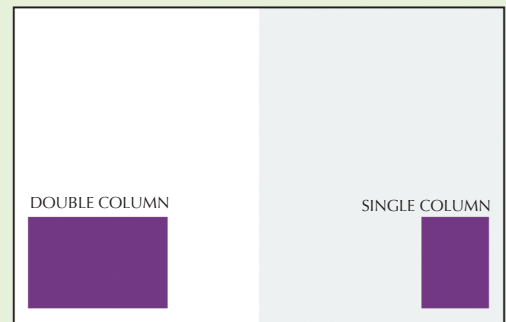
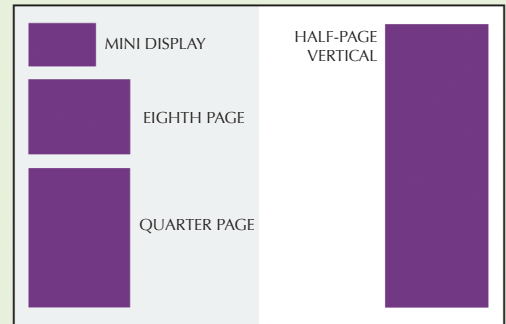
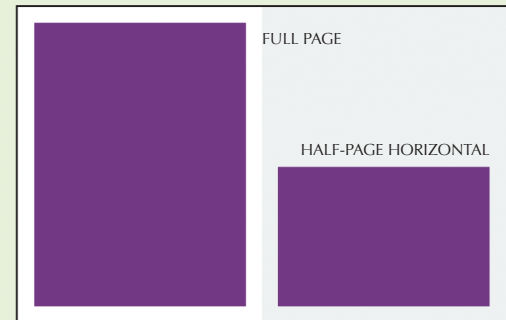
ONLINE COUNTERPART

- Your ad in the directory includes an online counterpart that will generate additional impressions. All advertisements that include a url are linked to the advertiser's site from the digital edition.

PAYMENT & TERMS

- Run of press is standard policy. Add 10% to the net rate to guarantee your ad position.
- Scott Publishing gladly accepts Visa, Mastercard, Discover, American Express. Make checks payable to: Scott Publishing.
- All published advertising rates are net.

SPONSORSHIP OPPORTUNITIES



For further information or for space reservation, please contact:
 817-632-8100 ext 1101 or email
jerry@360westmagazine.com