

2018 MEDIA KIT

Marketing & Advertising Opportunities

Promoting your business in the Fox Cities



125 N. Superior Street, Appleton, WI 54911 | 920.734.7101 | www.foxcitieschamber.com



Connecting you to effective marketing solutions

**SHARE YOUR STORY. LEND YOUR VOICE.
ADVERTISE YOUR BUSINESS.**

WHO WE ARE

The Fox Cities Chamber is your resource for making your business goals possible. We focus on business growth by connecting partners to relevant resources, invest in people through talent and workforce development initiatives while collaborating with others to enhance and strengthen the Fox Cities communities.

The Chamber captures the energy of one of Wisconsin's most dynamic regions and transforms it into innovative programs and services for its members. The Chamber serves all of the Fox Cities communities within the counties of Outagamie, Calumet and the northern portion of Winnebago.

WHY ADVERTISE WITH US

We are uniquely positioned to offer advertising within printed and electronic platforms at very affordable rates, reaching over 900 business members and key decision makers across a variety of industries within the Fox Cities Region.

ADVERTISING OPPORTUNITIES

Advertising opportunities with the Fox Cities Chamber include:

- > Chamber Business Magazine
- > Member 411 e-newsletter
- > Chamber Website Enhanced Business Directory

WE WANT TO SHARE YOUR NEWS STORY

Are you a Chamber member with news you would like us to share? The Chamber is always looking for business news to share. Member provided press releases are shared on the Chamber website and through the Chamber's social media pages, where applicable. Submit your press release directly via email to marketing@foxcitieschamber.com to have your story shared online for added visibility to Chamber followers.

FOX CITIES CHAMBER BUSINESS MAGAZINE

The Chamber publishes a **quarterly magazine** written by business, about business. Each publication reaches all Chamber member organizations, as well as the Fox Cities community for a **reach spanning over 3,200** throughout a **variety of industries and business types**. We strive to provide our members with the tools, techniques and stories that members need to help promote and grow their business.

Not only does the magazine offer cost-effective advertising opportunities, exclusive to Chamber members, but there are many contributing article features available in each issue. We seek businesses that are willing to share their voice and expertise to our readers. If interested in contributing, please contact Emily Feagles, Director of Marketing & Communications at efeagles@foxcitieschamber.com or (920) 734-7101.

Current and archived issues are available online, giving your ad or article visibility for more than a year.



EDITORIAL CALENDAR & DEADLINES

ISSUE	EDITORIAL TOPIC	AD & CONTENT RESERVATION DEADLINE	AD & CONTENT DUE
Spring (March/April 2018)	Federal Tax Reform & Trends to Look for in 2018: Understanding the historic tax reform's foreseeable impact and what it means to businesses of all size and industry. Also, trends and topics to look for in 2018.	January 15, 2018	January 29, 2018
Summer (June/July 2018)	Competing Creatively: New ideas for hiring, training, technology, marketing & sales that local businesses are implementing to help them stay relevant and be competitive.	April 16, 2018	April 30, 2018
Fall (Sept/Oct 2018)	Retail Revolution: A look at Main Streets across the Fox Cities Region and how the industry is adapting to the "Shop Local" movement.	July 16, 2018	July 30, 2018
Winter (December 2018)	The Year in Review	October 15, 2018	October 29, 2018

NOTE: Magazine advertising invoices are sent after each issue is published, unless otherwise specified in advertising contract. Publication topics are subject to change due to the evolving nature of current events.

Contributing Article/Feature Opportunities in each issue may include, but not be limited to:

Community Spotlight, Q&A with the Professionals, Member Spotlights, and business knowledge contributing articles relating to a specified topic/theme -- *Please see PAGE 3 for further information on editorial inquiries.*

FOX CITIES CHAMBER BUSINESS MAGAZINE

EDITORIAL INQUIRIES

The Fox Cities Chamber encourages members to contact us or submit inquiries about editorial articles for the Business magazine, published quarterly from the Chamber.

Generally, contributing editorial articles feature best practices, solutions or relevant resources to common issues facing businesses within the Fox Cities Region.

We invite members to review the qualifications below and contact Emily Feagles, Director of Marketing & Communications, to discuss the story idea and next steps, upon approval.

Article Qualifications & Tips Include:

- > Chamber member must be in good standing, or an agency representative of a Chamber member who is in good standing
- > Think beyond your own business motivation for writing the article - consider how you can share your successes or best practices to help other businesses learn and apply those solutions in their own businesses.
- > Discuss word count and photo limitations for the allotted article space.
- > Submit your article as a Microsoft Word attachment or as text copy in an email.
- > We reserve the right to edit as needed before publishing any content in the publication or to our site.

MAGAZINE DEADLINES:

> **Spring 2018:** January 29, 2018
[COMMIT BY January 15]

> **Summer 2018:** April 30, 2018
[COMMIT BY April 16]

> **Fall 2018:** July 30, 2018
[COMMIT BY July 16]

> **Winter 2018:** October 29, 2018
[COMMIT BY October 15]

CONTACT :

Emily Feagles
Director of Marketing & Communications
efeagles@foxcitieschamber.com
(920) 734-7101



FOX CITIES CHAMBER BUSINESS MAGAZINE

MAGAZINE ADVERTISING OPPORTUNITIES

AD SIZE	AD DIMENSIONS	SINGLE AD PRICE			
		1x rate	2x rate	3x rate	4x rate
Inside Front Cover (must bleed)	8.5" w x 11" h (trim) 8.75" w x 11.25" h (with bleed)	\$1,750	\$1,575	\$1,415	\$1,275
Inside Back Cover (must bleed)	8.5" w x 11" h (trim) 8.75" w x 11.25" h (with bleed)	\$1,550	\$1,395	\$1,255	\$1,130
1/2-page (horiz.) Back Cover	7.5" w x 4.875" h	\$995	\$895	\$805	\$725
Full-page bleed (must bleed)	8.5" w x 11" h (trim) 8.75" w x 11.25" h (with bleed)	\$1,250	\$1,125	\$1,010	\$910
2/3-page vertical	4.75" w x 10" h	\$750	\$675	\$605	\$545
1/2-page horizontal	7.5" w x 4.875" h	\$650	\$585	\$525	\$475
1/2-page vertical	3.625" w x 10" h	\$650	\$585	\$525	\$475
1/3-page vertical	2.5" w x 10" h	\$400	\$360	\$325	\$290
1/4-page vertical	3.625" w x 4.875" h	\$300	\$270	\$245	\$220
1/8-page horizontal	3.625" w x 2.375" h	\$125	\$110	\$100	\$90

NOTE: Magazine advertising invoices are sent after each issue is published, unless otherwise specified in advertising contract.

ACCEPTABLE FILES:

- > JPEG
- > TIFF
- > EPS
- > PDF (saved PDF as "Press Quality")

Include all printer marks. Set all bleeds to .1875".

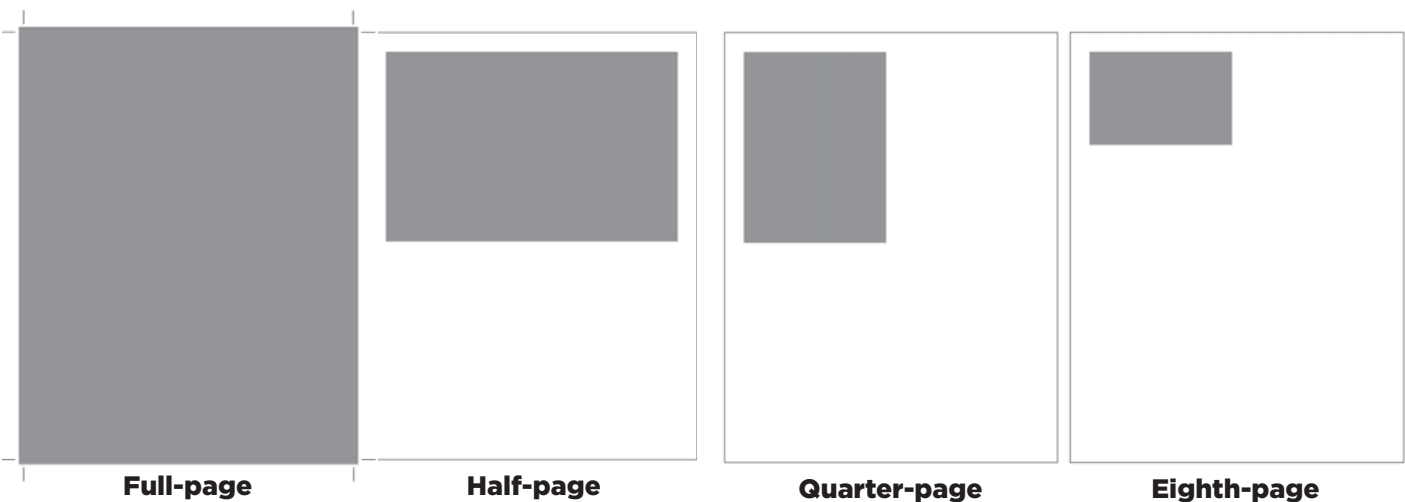
Keep all important copy content at least 3/8" away from trim.

AD ARTWORK DEADLINES:

- > **Spring 2018:** January 29, 2018
[RESERVE BY January 15]
- > **Summer 2018:** April 30, 2018
[RESERVE BY April 16]
- > **Fall 2018:** July 30, 2018
[RESERVE BY July 16]
- > **Winter 2018:** October 29, 2018
[RESERVE BY October 15]

CONTACT:

Emily Feagles
Director of Marketing & Communications
efeagles@foxcitieschamber.com
(920) 734-7101



MEMBER 411 E-NEWSLETTER

Chamber members can advertise their business by promoting an upcoming event, seminar or workshop; share special offers or more, in this **bi-monthly e-newsletter** that **reaches all Chamber members, over 3,000 recipients**, in each distribution.

Member 411 provides Chamber members with a vehicle to efficiently promote their business by allowing members to submit an advertisement or provide the requested content for the Chamber staff to develop an ad that fits the allotted template (limitations will apply). The **average open rate of this email is 26%**. Each e-newsletter includes, on average, 4 - 6 member advertisements.

DID YOU KNOW? --> Members at the GROW (\$700) level and above receive three complimentary Member 411 ads per membership year (based on the original date of membership). Members that utilize their three free ads, or those that do not receive complimentary ads, can purchase additional Member 411 ads. Ad contracts can be setup per ad or for an entire year.

RATES	ONE TIME AD	1x/MONTH ANNUAL RATE	2x/MONTH ANNUAL RATE
0 - 75 words	\$50	\$300	\$600
76 - 150 words	\$100	\$600	\$1,200

TO ADVERTISE:

Please submit a completed Member 411 Submission Form online at <http://bit.ly/fccmember411>.

Please contact us with any questions at marketing@foxcitieschamber.com.

The Member 411 e-newsletter is distributed on the 2nd and 4th Thursday of each month.

MEMBER 411 PROCESS & DATES

PROCESS:

1.) Please provide your completed ad or information and logo, by the deadline listed in the chart for the appropriate email distribution date, by completing the Member411 Ad Submission Form online here - <https://form.jotform.com/62854474291160>.

Supplied advertisements should be sent in the following format:

Ad size: 600 pixels width x 445 pixels height
Ad format: 72 ppi, PNG or JPEG file type (preferred)

2.) A member of our team will reply after your successful submission on next steps and payment processing, if necessary.

***NOTE:** The Chamber reserves the right to review, approve or decline to publish all submissions.*

If you have any questions, please contact us. We are happy to answer any questions relating to your account and available Member 411 ads or assist you through the process.

marketing@foxcitieschamber.com
 or
 (920) 734-7101

**Standard dates for ad content deadlines and email distribution dates may be slightly adjusted due to the timing of nationally recognized holidays.

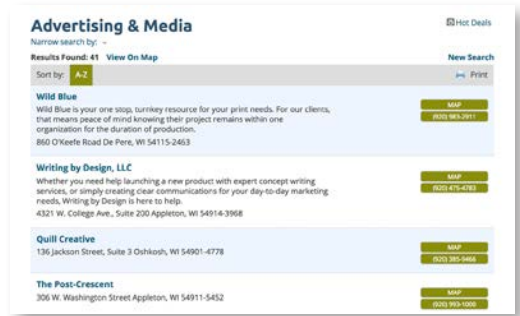
Information Due	Date Distributed
January 4	January 11
January 18	January 25
February 1	February 8
February 15	February 22
March 1	March 8
March 15	March 22
April 5	April 12
April 19	April 26
May 3	May 10
May 17	May 24
June 7	June 14
June 21	June 28
July 5	July 12
July 19	July 26
August 2	August 9
August 16	August 23
September 6	September 13
September 20	September 27
October 4	October 11
October 18	October 25
November 1	November 8
November 15	November 21**
December 6	December 13
December 14	December 27**

OTHER MARKETING OPPORTUNITIES

ADVERTISING INCLUDED WITH MEMBERSHIP

The Fox Cities Chamber offers all members a basic business directory listing on the Chamber website. This listing includes the following:

- > 200 character description on member page
- > Opportunity to submit job postings
- > Link to map of location
- > Insert keywords on company profile for SEO
- > Post your organization's events on the Chamber's Community Calendar



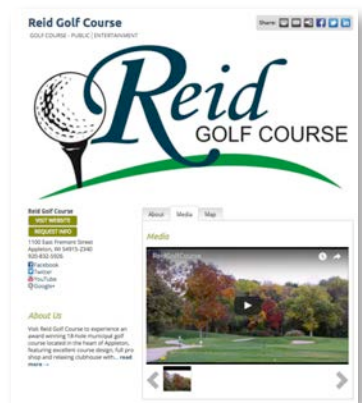
ENHANCED BUSINESS DIRECTORY LISTING

Upgrade your basic business directory listing on the Chamber website to catch the eye of over 3,400 website visitors, on average, monthly. This includes:

- > Priority placement in business directory
- > Logo next to company listing
- > Customizable slide show of graphics and video
- > Enhanced map features with link to website and social media channels

This service is available annually for \$150 to Connect members and complimentary with all other membership levels.

For more information, please email info@foxcitieschamber.com.



EVENT SPONSORSHIPS

The Chamber hosts many events each year, ranging from monthly educational seminars to annual awards ceremonies with hundreds of attendees. There are a variety of opportunities to increase your visibility and show your organization's support at these events. **For more information, please contact Patty Milka at (920) 734-7101 or by email at pmilka@foxcitieschamber.com.**



FOLLOW US ON SOCIAL

Follow the Fox Cities Chamber on Facebook, Twitter, Instagram and LinkedIn for business updates, events and community news.

FOR MORE INFORMATION:

Contact Emily Feagles, Director of Marketing & Communications - efeagles@foxcitieschamber.com or (920) 734-7101