

ADVERTISING RATE SHEET 2010

A membership directory

The Roanoke Valley Business Shopping Guide

What is Roanoke Valley Business Shopping Guide?

A new multi-page color cover with black and white interior pages. Chamber publication which includes a member directory. It will be the source for member-to-member referrals and spotlights your business as supporter of local business and the community. Be the only reference guide for new businesses and community members, and for non-member businesses and area families. And what we think is just as important - the directory will spotlight member businesses as supporters of local business and the community!

DESIGN SERVICES

Design is available for an additional one-time charge of 50 percent of the advertising cost.

Ad Rates

Ad Size	Cost
Back Cover (color)	\$1500.00
Inside Front (color)	\$1000.00
Back Cover (color)	\$750.00
Black and White	
½ page	\$500.00
1/3 page	\$250.00
Business Card Size	\$100.00

Inserts must be provided by the advertiser and should be 8.5 x 11"
For information call 252-519-2611

Payment Information

Make checks payable to the Roanoke Valley Chamber of Commerce
Credit Cards accepted: VISA, Discover, Mastercard

Purchase of more than one ad: 10% discount on each.

Publication Information: The Roanoke Valley Business Shopping Guide is a multi-page official publication of the Roanoke Valley Chamber of Commerce.

Publication Format: 11" x 17" (Four-color: front/back pages, center spread; remaining pages in black ink). Folded and bound to 8.5" x 11"

Distribution: 3,000. 1500 delivered directly to Chamber members and distributed citywide at key distribution points. 1500 to be distributed to the general public and visitors at the Chamber offices.

Deadlines for Submission: Advertising space reservation deadline is the 1st of May preceding publication and ad artwork, inserts, and flyers are due the 15th of May preceding publication. Editorial copy deadline is the first of the month preceding publication.

Artwork Design Fee: Design is available for an additional one-time charge of 50 percent of the advertising cost.

Accepted Formats:

Graphics: The Roanoke Valley Business Shopping Guide accepts electronic artwork for all advertising insertions. Camera-ready art is accepted. Accepted formats include: EPS, TIFF, or Adobe PDF. Please embed all graphic images. Resolution: 300 dpi at 100%.

Media: Artwork may be submitted on CD or emailed to apurser@rvchamber.com

Advertisement Proof (submitted artwork): A PDF file should accompany all ads or printout of the final ad, to ensure that electronic files match desired results.

Terms: 50% of payment due upon space reservation. Total payment is due 15 days after publication date.

Publishers Rights: Publisher's liability for any error shall not exceed the cost of that portion of space occupied for such an error. Claims must be made within seven (7) days of publication.

Cancellation: Cancellations must be submitted in writing at least 30 days prior to release of issue. 50% of contract balance is due in full upon cancellation of contract.

Fliers/Inserts: The advertiser agrees to deliver 3,000 copies



The Roanoke Valley Business Shopping Guide

Includes a Member Directory Your business listing is FREE!

What is Roanoke Valley Business Shopping Guide?

- A new Chamber publication.
- A member directory
- A multi-page color cover with black and white interior pages.

What's it for?

- The shopping guide for the Roanoke Valley
- The source for member-to-member referrals
- Raise the profile of your business
- Spotlights your business as supporter of local business and community
- Assist you in meeting your marketing and sales goals
- Make you among first to greet community newcomers
- Be the only reference guide for new businesses and community members, and for non-member businesses and area families

And what we think is just as important - the directory will spotlight member businesses as supporters of local business and the community!

Who'll use it?

- Chamber members
- Business - non-members and out-of-area
- Business start-ups
- Relocating businesses
- Relocating households
- Area newcomers
- Community residents

We receive many requests every year to provide relocation information to families who live outside the community, the province and the country, and who wish to make the Roanoke Valley their new home. The directory will provide the information they need – and it'll put you on their radar immediately!

What's in it? Directory listing of Roanoke Valley Chamber members and by category, including business name, contact name, street address, phone number, web address.

Who'll get it?

We receive many requests every year to provide relocation information to families who live outside the community, the province and the country, and who wish to make the Roanoke Valley their new home. The directory will provide the information they need – and it'll put you on their radar immediately!

We'll print 3000 copies for 2010. They'll go to:

- All area businesses (approximately 1000)
- Real estate offices
- Municipal halls
- School District Office/schools
- Libraries

Who should advertise?

We hope all of our members will get behind this new project!

In particular, we encourage you to advertise in Roanoke Valley Business Shopping Guide if your business fits any of these categories:

- Real Estate
- Banks and Financial Services
- Grocers and Retail
- Restaurants
- Arts & Recreation
- Personal and Seniors' Services
- Marinas and Marine Services
- Transportation
- Health Services (people and pets)
- Community Service

See reverse side or call us for more information – 252-537-3513 or email apurser@rvchamber.com

I am interested please contact me Name _____ at phone# _____
Email _____ Fax back to 252-535-5767