



The Mobile Area Chamber of Commerce offers member businesses affordable advertising rates in numerous publications. These options include:

- *The Business View* - a monthly business magazine mailed to more than 20,000 business owners and managers in Mobile and Baldwin counties and e-mailed to more than 8,000 addresses monthly;
- *The Business View Weekly* - a weekly e-mail sent to more than 8,000 addresses as a supplement to *The Business View*;
- *The Membership Directory & Buyer's Guide* - the Chamber's annual directory of all members mailed at the beginning of each year and mailed to more than 5,000 members;
- *Web site* - the Chamber's web site averages 300,000 unique clicks a month; and
- *Online Calendar of Events* - a monthly calendar announcing Chamber events for the month and e-mailed to more than 8,000 addresses;

Take advantage of the many ways to advertise your business. Discounts are available for multiple contracts.

To learn more about the
benefits of advertising, contact
Rene Eiland, Account Executive
251-510-4175
reiland@mobilechamber.com
Fax: 251-431-8646

WWW.MOBILECHAMBER.COM

MOBILE AREA CHAMBER OF COMMERCE - PO BOX 2187 - MOBILE AL 36652-2187

Updated November 2010

SPECIFICATIONS

All Mobile Area Chamber print publications are designed using InDesign software.

All ads must be submitted in digital format. Film is not accepted. Files must be CMYK and Macintosh compatible. Submit all ads as a high resolution PDF (300 dpi or higher). Please confirm the ad is press ready and conforms to the requirements below. Ads that are not print ready will not be accepted or will incur additional charges to prepare for print.*

- PDF files and all embedded graphics are to be 300 dpi.
- All colors are CMYK (4 plates) with no spot color and no RGB colors.
- All fonts must be embedded.
- For full-page bleed ads, be sure to extend graphics at least 0.125" beyond the trim marks on all four sides.

The Mobile Area Chamber CAN NOT accept faxed advertisements or files with graphics or photos embedded, such as Microsoft Word or Microsoft PowerPoint.

We reserve the right to censor, revise, change, alter or reject any advertisement that is not provided according to specifications, based on editorial comment or is politically-oriented.

Only Mobile Area Chamber members in good standing may advertise.

Cancellations for ads must be received in writing at least 90 days prior to publication date. The Mobile Area Chamber reserves the right to bill for reserved advertising space if ad material is not received by the deadline and/or if a cancellation is received fewer than 90 days prior to publication date.

*Wise Design - designer for *The Business View* - 251-660-7751

Price Schedule

Ad Design

Full Page	\$350
1/2 Page	\$225
1/4 Page	\$125
1/6 or 1/8 Page	\$ 75

Ad Resize

Full or 1/2 page	
proportional	\$ 35
vertical to horizontal	\$ 75
1/4, 1/6, 1/8 Page	
proportional	\$ 25
horizontal to vertical	\$ 50

FILE TRANSFER

Files smaller than 2 MBs may be e-mailed to Carolyn Wilson at cwilson@mobilechamber.com.

Large files may be sent on a CD to:
Mobile Area Chamber of Commerce
Attention Carolyn Wilson
PO Box 2187
Mobile, AL 36652-2187.

WWW.MOBILECHAMBER.COM

MOBILE AREA CHAMBER OF COMMERCE - PO BOX 2187 - MOBILE AL 36652-2187

PUBLICATIONS DISTRIBUTION

- *The Business View* is distributed directly to more than 20,000 business in Mobile County.
- *The Business View Weekly* is distributed to more than 8,000 e-mail addresses each week to Mobile Area Chamber members and potential members.
- *The Membership Directory and Buyer's Guide* is distributed annually to all Chamber member firms and sold throughout the year to visitors. In addition, the Buyer's Guide is included in the Chamber's relocation packets.
- The Mobile Area Chamber's web site averages 300,000 unique clicks a month.
- *The Online Calendar of Events* is sent to more than 8,000 members and potential members 12 times a year.

Data about Mobile Area Chamber of Commerce members:

- More than 60 percent of Chamber member companies are small businesses comprised of 10 or less employees.
- 30 percent of the member companies have between 11 and 50 employees, and the other 10 percent have employees ranging from 51 to more than 1,000.
- Mobile Area Chamber of Commerce member businesses represent industries including automotive, construction, financial, tourism, insurance, real estate, manufacturing, professional, utilities, printing/publishing, media, restaurants, retailers, wholesalers, services and transportation.
- Professional companies make up the largest percentage of member businesses with more than 18 percent.
- Service industry companies represent more than 13 percent of member businesses, and those in the construction industry represent approximately 10 percent.

Limitations:

The Chamber's placement reservations and conditions apply. Additionally, the Chamber reserves the right to reject or later cancel any banner (and to remove it from its web site) for any reason whatsoever, including but not limited to the fact that any artwork is not provided according to specifications, or the banner is based on editorial comment, is politically-oriented or is considered pornographic or otherwise inappropriate by the Chamber or has a link to a site that contains such materials. Additionally, banners containing events, programs or projects that compete, directly or indirectly, with the Chamber's events, programs (including this web site sponsorship program), or projects, cannot be placed on the Chamber's web site. If a banner that has been paid for by a Sponsor is not included on the Chamber's web site for the full one year term, THE CHAMBER'S SOLE LIABILITY (AND THE SPONSOR'S SOLE REMEDY) shall be a proportionate return of the amount paid by the Sponsor for the banner for the period that it did not run.

WWW.MOBILECHAMBER.COM

MOBILE AREA CHAMBER OF COMMERCE - PO BOX 2187 - MOBILE AL 36652-2187

ATTENTION ADVERTISING AGENCIES:

For inclusion in the publication and to hold advertising space, we require a signed copy of our contract and a valid credit card number. Insertion orders alone will not guarantee ad placement.

The Mobile Area Chamber of Commerce is a 501(c)6 and does not offer agency discounts on its publications.

THE BUSINESS VIEW

The Business View is a monthly business publication produced by the Mobile Area Chamber of Commerce. The publication's mission is to effectively communicate with the membership, and the business public, to increase support and understanding of the Chamber, highlight its members, provide important information about the Mobile area and the region's business community, and serve as an affordable advertising outlet for members.

ADVERTISING RATES

INSIDE COVER	9" W x 12"H	\$1,500
INSIDE BACK COVER	9" W x 12"H	\$1,200

FULL	8.5" W x 11"H	\$1,000
1/2	8.5" W x 5.375" H	\$ 620
1/4	4.125" W x 5.375"H	\$ 410
1/6	4.125" W x 3.5" H	\$ 335
1/8 v	2" W x 5.375" H	\$ 265
1/8 h	4.125" W x 2.6" H	\$ 265

All ads include full color at no extra charge.

Full bleeds on full page ads are an additional charge of 20 percent premium.

Multiple ad discounts for ads available up to a 1/2 page:

3 months - 10%; 6 months - 20%; 11 months - 25%

There are no discounts for ads for inside and back cover ads.

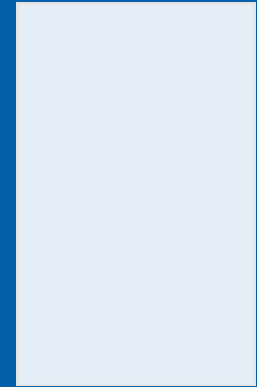
ADVERTISING DEADLINES

February -	ads due December 10	August -	ads due June 10
March -	ads due January 10	September -	ads due July 10
April -	ads due February 10	October -	ads due August 10
May -	ads due March 10	November -	ads due September 10
June -	ads due April 10	December/January -	ads due October 10
July -	ads due May 10		

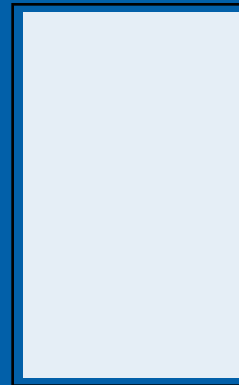
*Ads shown are not actual size and shown for approximate dimensions and bleeds available.

WWW.MOBILECHAMBER.COM

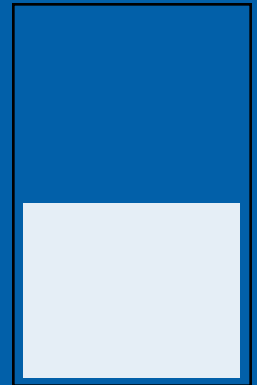
AD SIZES*



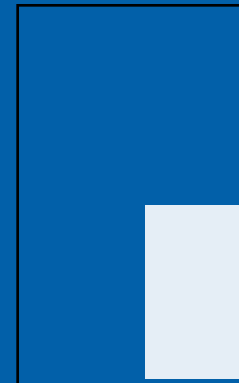
INSIDE COVERS - 9" W X 12" H - full bleed



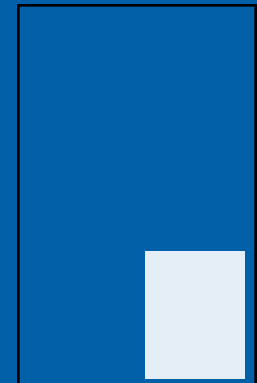
Full Page
8.5" W X 11" H



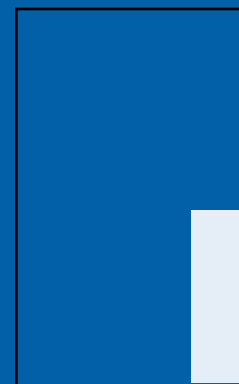
1/2 Page
8.5" W X 5.375" H



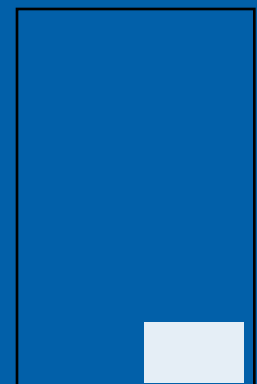
1/4 Page
4.125" W X 5.375" H



1/6 Page
4.125" W X 3.5" H



1/8 Page Vertical
2" W X 5.375" H



1/8 Page Horizontal
4.125" W X 2.6" H

THE BUSINESS VIEW WEEKLY

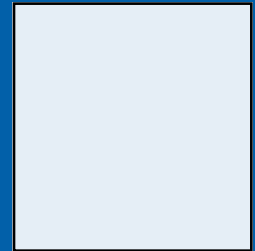
The Business View Weekly is a weekly e-mail business publication produced by the Mobile Area Chamber of Commerce. The publication's mission is to effectively communicate with the membership, and the business public, to increase support and understanding of the Chamber, highlight its events, promote member events, provide important information about the Mobile area and the region's business community, and serve as an affordable advertising outlet for members.

ADVERTISING RATES

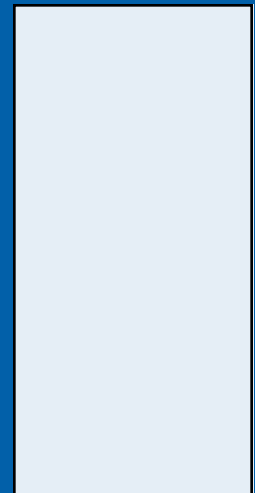
Week 1	300 pixels x 300 pixels	\$50
Weeks 4+	300 pixels x 300 pixels	\$45
Weeks 8+	300 pixels x 300 pixels	\$40
Weeks 16+	300 pixels x 300 pixels	\$35
Week 1	300 pixels x 600 pixels	\$65

All ads may link to a web page or PDF flyer.

Ads are due Wednesday at noon for that week's e-mail. All ads must accompany a signed contract, with a credit card guarantee, noting dates ad(s) should run.



3" W X 3" H
or
300 pixels x 300 pixels



3" W X 6" H
or
300 pixels x 600 pixels

*Ads shown are not actual size and shown for approximate dimensions and bleeds available.

MEMBERSHIP DIRECTORY & BUYERS GUIDE

The *Guide to Mobile* is the front color section of the Mobile Area Chamber's *Membership Directory* and is overprinted as a separate, quality of life booklet on Mobile. All ads in this section are color.

Published annually it provides member information as well as timely information on the Mobile Bay community.

The publication is sent to chief executives, business owners and senior executives of Chamber member companies; prospects for company relocation and/or new operations in the Mobile area; professionals and other key decision makers with high income and educational profiles; purchasing directors and prospective Chamber members.

The publications are distributed to all Chamber members listed in the directory.

Quantity Published: 3,000 directories and 2,000 overprints of the *Guide To Mobile* (front, color section of the directory).

Rates for Cover Pages and *Guide To Mobile*

Membership Directory Covers

Inside Front \$4,000
 Inside Back \$3,750
 Outside Back..... \$4,250

Guide To Mobile Covers

Inside Front.....	\$4,200	Two-Page Spread.....	\$5,250
Inside Back.....	\$4,200	Full Page.....	\$3,000
Outside Back.....	\$4,450	1/2 Page.....	\$2,300

Rates for Buyers Guide, Nonprofit and Minority Directory Sections

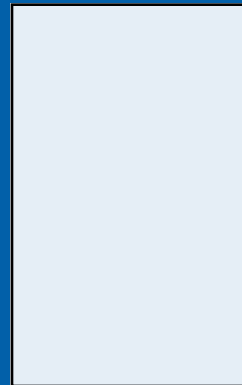
	Black & White	Two Color*
Full Page	\$1,980	\$2,250
2/3 Page	\$1,650	\$1,850
1/2 Page	\$1,430	\$1,620
1/3 Page	\$1,000	\$1,160
1/6 Page	\$ 600	\$ 750

For two color ads, the only option for second color is Red PMS 1797.

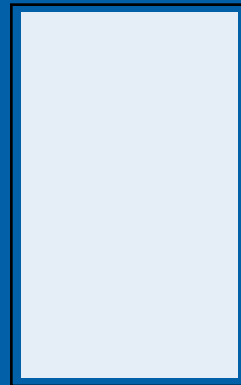
*Ads shown are not actual size and shown for approximate dimensions and bleeds available.

WWW.MOBILECHAMBER.COM

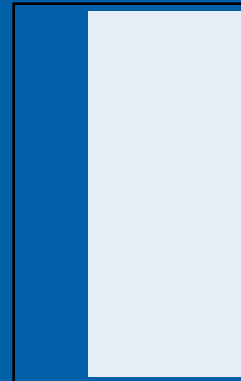
AD SIZES*



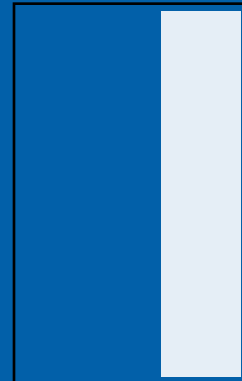
Full Page - Bleed
8 3/8" W X 11 1/8" H



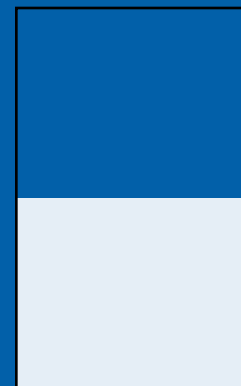
Full Page - No Bleed
7" W X 10" H



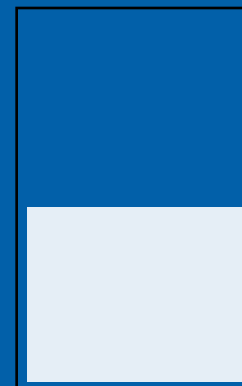
2/3 Page - No Bleed
4 1/2" W X 10" H



1/3 Page - No Bleed
2 1/6" W X 10" H



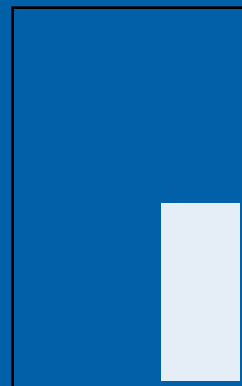
1/2 Page - Bleed
7" W X 5" H



1/2 Page - No Bleed
7" W X 4 7/8" H



1/6 Page - No Bleed
Horizontal
4 1/2" W X 2 3/8" H



1/6 Page - No Bleed
Vertical
2 3/16" W X 4 7/8" H

MOBILE AREA CHAMBER WEB SITE

The Chamber's web site - www.mobilechamber.com - contains five pages where sponsor ads may be placed. Sponsors will receive an ad in a rotating banner at the bottom of the page to run for one year from start date, with the capability of linking from the placement to the sponsor's homepage.

The pages available are:

HOME PAGE: The main page of the Chamber's web site.

HOME PAGE Sponsor: \$1,500

VISITING: A page providing information and links for viewers interested in visiting the Mobile area or learning about the area's quality of life.

VISITING Page Sponsor: \$500

DO BUSINESS: A page providing information and links to economic reports and business resources, workforce information, and information on small business development and international trade.

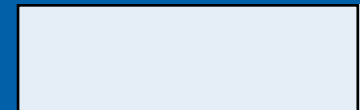
DO BUSINESS Page Sponsor: \$500

RELOCATION: A page providing information and links to assist individuals interested in moving to Mobile, including community statistics, employment and real estate information.

RELOCATION Page Sponsor: \$500

THE CHAMBER: A page linking viewers to information regarding Chamber membership, member benefits, Chamber leadership, Chamber events, Chamber committees, etc.

THE CHAMBER Page Sponsor: \$500



4.88" W X 0.67" H
or
468 pixels x 64 pixels

	Pixels	Inches
Width	468	4.88
Height	64	0.67
Resolution	96 pixels/inch	

**Ad shown is not actual size and shown for approximate dimensions available.*

Mobile Area Chamber of Commerce THE BUSINESS VIEW

Member Advertising Contract & Space Order

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

Month of Ad(s):	February 2011 <input type="checkbox"/>	March 2011 <input type="checkbox"/>	April 2011 <input type="checkbox"/>
	May 2011 <input type="checkbox"/>	June 2011 <input type="checkbox"/>	July 2011 <input type="checkbox"/>
	August 2011 <input type="checkbox"/>	September 2011 <input type="checkbox"/>	October 2011 <input type="checkbox"/>
	November 2011 <input type="checkbox"/>	December/January 2012 <input type="checkbox"/>	

Ad Size: _____ Ad Rate: _____

Less Discount (if applicable): _____

Total Contract Value: _____

Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)

AMEX VISA MASTERCARD DISCOVER

Cardholder's Name: _____ CSV2# _____

Card# _____ Exp. Date _____

Signature: _____

Date: _____

Chamber Rep: _____

Your signature acknowledges that you have read the deadlines, reservations and conditions for advertising in The Business View. Return signed form to: The Business View, Advertising Manager, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-431-8646.

For Multiple Month Contract

Will send new ad each issue

Will use same ad every issue

Will rotate ads

Ad Format Provided/Needed:

Camera Ready

Needs Typesetting*

Needs Conversion
and Typesetting*

Needs Ad Design*

*NOTE: For ads other than camera ready, additional charges will apply according to ad size and services needed.

Cancellations for ads must be received in writing at least 90 days prior to publication date.

The Business View reserves the right to bill for reserved advertising space if ad material is not received by the deadline and/or if a cancellation is received fewer than 90 days prior to publication date.

Mobile Area Chamber of Commerce THE BUSINESS VIEW WEEKLY

Member Advertising Contract & Space Order

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

Week(s) ad should appear (ads run Thursday afternoon each week except the last two weeks of the year):

November 2010 December 2010 January 2011

February 2011 March 2011 April 2011

May 2011 June 2011 July 2011

Number of ads requested: _____ Use same ad each week: _____

Total Cost of Contract: _____

Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)

AMEX VISA MASTERCARD DISCOVER

Cardholder's Name: _____ CSV2# _____

Card# _____ Exp. Date _____

Signature: _____

Date: _____

Chamber Rep: _____

Standard Rates:

\$50 each week

\$45 each week for four or more consecutive weeks

\$40 each week for four or more consecutive weeks

\$35 each week for four or more consecutive weeks

\$65 each week for double ads

Ad Format Provided / Needed:

Advertisements will appear approximately 3" x 3" or 3" x 6" and need to conform to specific guidelines.

Acceptable formats:

PDF, jpg or gif only

Physical dimensions:

300 x 300 pixels at 150 dpi or
300 x 600 at 150 dpi

Mobile Area Chamber of Commerce MEMBERSHIP DIRECTORY & BUYERS GUIDE

Member Advertising Contract & Space Order

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

Ad payment terms:

Insertion cost _____ Discount _____

Additional charges:

Premium placement _____ (add 10% for specific page placement request)

Art charges _____ (apply if ad is not camera ready)

Total Cost of Contract: _____

Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)

AMEX VISA MASTERCARD DISCOVER

Cardholder's Name: _____ CSV2# _____

Card# _____ Exp. Date _____

Signature: _____

Date: _____

Chamber Rep: _____

CHAMBER WILL INVOICE FOR AD
NOVEMBER 2011

Deadline for submitting ad art is:
Friday, October 28 2011

If art is not received by this deadline, we will produce an ad comprising company name, address and phone number to be inserted in contracted space.

Place a check mark in
all five areas below -

1) Section:

Guide to Mobile
Buyers Guide
Minority Section
Nonprofit Section

2) Color:

Black/White
Two Color
Four Color

3) Shape

Horizontal
Vertical
Square

4) Art Details:

Art Attached
Art to Follow
Art on File

5) Ad is

Renewal New

Size _____
Cover # _____

Your signature acknowledges that you have read the deadlines, reservations and conditions for advertising in The Business View. Return signed form to: The Business View, Advertising Manager, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-431-8646.

Mobile Area Chamber of Commerce WEB SITE

Member Advertising Contract & Space Order

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

Banner Location:

Homepage Visiting Do Business

Relocation The Chamber

Number of ads requested: _____ Use same ad each page: _____

Total Cost of Contract: _____

Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)

AMEX VISA MASTERCARD DISCOVER

Cardholder's Name: _____ CSV2# _____

Card# _____ Exp. Date _____

Signature: _____

Date: _____

Chamber Rep: _____

Your signature acknowledges that you have read the deadlines, reservations and conditions for advertising in The Business View. Return signed form to: The Business View, Advertising Manager, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-431-8646.

The sponsor must provide artwork with the following specifications for placement on the web site:

	Pixels	Inches
Width	468	4.88
Height	64	0.67

Resolution 96 pixels/inch

Mobile Area Chamber of Commerce Online Calendar of Events

Member Advertising Contract & Space Order

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

Month of Ad: January February March April
Year 2011 May June July September
 October November December

Web site Link: _____

Number of ads requested: _____ Use same ad each month: _____

Total Cost of Contract: _____

Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)

AMEX VISA MASTERCARD DISCOVER

Cardholder's Name: _____ CSV2# _____

Card# _____ Exp. Date _____

Signature: _____

Date: _____

Chamber Rep: _____

The Chamber's Online Calendar of Events is a monthly electronic publication sent to more than 8,000 members and potential-members.

The calendar includes a list of all Chamber events for the month and the link to the latest issue of *The Business View*.

- This ad will be the only ad for the month(s) specified in the form of a banner logo ad at the top of the e-mail. The ad will link to the sponsor's web site.
- The ad should be 96 pixels/inch resolution 4.88 inches wide x 0.67 inches tall or 468 pixels wide x 64 pixels tall.

Cost is \$150 per month.

Your signature acknowledges that you have read the deadlines, reservations and conditions for advertising in The Business View. Return signed form to: The Business View, Advertising Manager, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-431-8646.

Mobile Area Chamber of Commerce Economic Development Overview

Member Advertising Contract & Space Order

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

Total Cost of Contract: _____

Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)

AMEX VISA MASTERCARD DISCOVER

Cardholder's Name: _____ CSV2# _____

Card# _____ Exp. Date _____

Signature: _____

Date: _____

Chamber Rep: _____

Your signature acknowledges that you have read the deadlines, reservations and conditions for advertising in The Business View. Return signed form to: The Business View, Advertising Manager, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-431-8646.

The Economic Overview is an annual publication compiled by the Mobile Area Chamber's Economic Development department

The information will be published in booklet form and used as a mail out piece to company owners considering moving their businesses to Mobile.

The publication will be updated 2nd quarter of 2011.

As the sole ad sponsor, your company will be identified as a progressive, pro-business advocate for growth in Mobile and a supporter of economic development in the Mobile Bay Area.

- This ad will be the only ad in the entire publication, and will be on the outside back cover. The printing will be 1,000 copies.
- The ad is four-color, 8½" X 11" with bleed.

This exclusive ad space provides an excellent opportunity to build exposure for your company with businesses considering moving their operations to the Mobile Bay Area.

Cost is \$3,500 for back cover ad.

Mobile Area Chamber of Commerce

Member Advertising Contract & Space Order

Advertiser/Business Name: _____

Contact Name/Title: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____

E-Mail: _____

<i>The Business View</i>	# of Ads _____	Discount _____	Total Cost _____
<i>Business View Weekly</i>	# of Ads _____	Discount _____	Total Cost _____
<i>Calendar of Events</i>	# of Ads _____	Discount _____	Total Cost _____
<i>Web Site Ads</i>	# of Ads _____	Discount _____	Total Cost _____
<i>Membership Directory</i>	# of Ads _____	Discount _____	Total Cost _____
<i>Buyer's Guide</i>	# of Ads _____	Discount _____	Total Cost _____
<i>ED Overview</i>	# of Ads _____	Discount _____	Total Cost _____
Total Ads	# of Ads _____	Discount _____	Total Cost _____

Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)

AMEX VISA MASTERCARD DISCOVER

Cardholder's Name: _____ CSV2# _____

Card# _____ Exp. Date _____

Signature: _____

Date: _____

Chamber Rep: _____

Mobile Area Chamber of Commerce - Rene Eiland, Account Executive - 251-510-4175
reiland@mobilechamber.com - Fax 251-431-8646