

## MOBILE AREA CHAMBER OF COMMERCE

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 Guide to Mobile* - the Chamber's quality of life publication covering details of the Mobile Bay community and highlights of member benefits; provided to all members, prospects for company relocation and/ or new operations in the Mobile area; and those requesting information when relocating to Mobile;
- *Website* - the Chamber's website averages 300,000 unique clicks a month;
- *Online Calendar of Events* - a monthly calendar announcing Chamber events for the month and e-mailed to more than 8,000 addresses;
- *Economic Development Overview*
- *Newcomer's Guide*; and
- *Valuable Member Offers Envelope Ad.*

Take advantage of the many ways to advertise your business.

**WWW.MOBILECHAMBER.COM**

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

*Updated February 2012*

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

# SPECIFICATIONS

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

All ads must be submitted in digital format using Illustrator, PhotoShop or high resolution files (300 dpi or higher). Film is not accepted. Files must be CMYK and Macintosh compatible. 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. The Chamber's liability for any error it might make in publication of an advertisement (print or electronic) is limited solely to a return of the consideration paid for the advertisement.

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

### Ad Resize

Full or 1/2 page	
proportional	\$ 35
vertical to horizontal	\$ 75

# FILE TRANSFER

Large files may be sent by CD to:  
Mobile Area  
Chamber of Commerce  
PO Box 2187  
Mobile, AL 36652-2187  
(Please note publication)

For The Business View ads:  
Files smaller than 2 MBs may  
be e-mailed to Carolyn Wilson at  
cwilson@mobilechamber.com.

For Directory ads:  
Files smaller than 2 MBs may  
be e-mailed to Missy Hartley at  
mhartley@mobilechamber.com.

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benefits of advertising, contact  
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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 Buyers Guide is included in the Chamber's relocation packets.
- The Mobile Area Chamber's website 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 ad (and to remove it from its printed and electronic publications, including the website) for any reason whatsoever, including but not limited to the fact that any artwork is not provided according to specifications, or the ad 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 or projects, cannot be placed on the Chamber's printed and electronic publications (including the website). If a website banner ad has been paid for by a sponsor and is not included on the Chamber's website 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](http://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.

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

# 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

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.

*Additional discounts available for small businesses with less than 10 employees.*

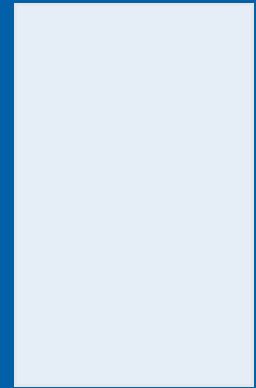
## ADVERTISING DEADLINES

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		

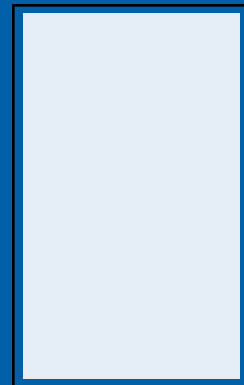
\*Ads shown are not actual size and shown for approximate dimensions and bleeds available.

WWW.MOBILECHAMBER.COM

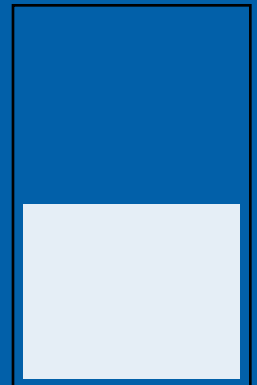
## AD SIZES\*



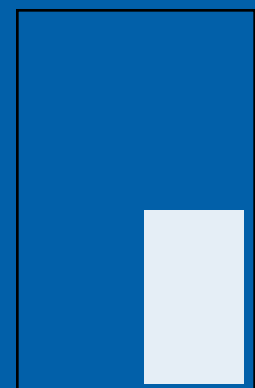
INSIDE COVERS - 9" W X 12" H - full bleed



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

**Rene Eiland, Account Executive**

**251-510-4175**

**reiland@mobilechamber.com**

**Fax: 251-431-8646**

## THE BUSINESS VIEW WEEKLY

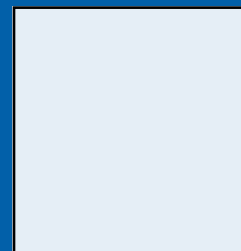
*The Business View Weekly* is a weekly e-mail business publication produced by the Mobile Area Chamber of Commerce. The publication's mission is to effectively communicate with the membership, and the business public, to increase support and understanding of the Chamber, highlight its events, promote 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.*

WWW.MOBILECHAMBER.COM

**Rene Eiland, Account Executive**

**251-510-4175**

**reiland@mobilechamber.com**

**Fax: 251-431-8646**

# Mobile Area Chamber of Commerce GUIDE TO MOBILE

The *Guide to Mobile* is a quality of life publication on Mobile. Covering details on business in our region as well as transportation, real estate, healthcare, education, parks & recreation and festivals & events to facts of interest, the Guide provides timely information on the Mobile Bay community. Published annually, the publication also covers Chamber services including benefits of membership an overview of the departments and staff as well as a listing of the Board of Directors, Board of Advisors and Partners for Growth investors.

The publication is provided to new members; prospects for company relocation and/or new operations in the Mobile area; and those requesting information when relocating to Mobile.

Quantity Published: 3,500

## Ad Rates for *Guide to Mobile*

### Full Color Ads - Covers

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

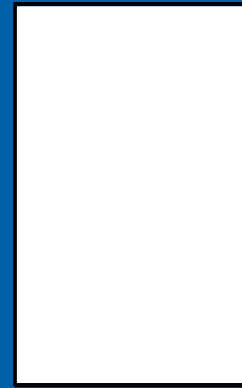
### Full Color Ads

Full Page	\$3,000
1/2 Page	\$2,300

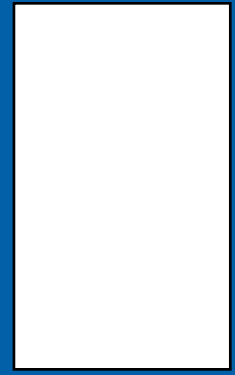
### Black and White Ads

Full Page	\$2,250
1/2 Page	\$1,620
1/3 Page	\$1,000
1/6 Page	\$ 600

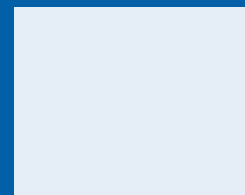
## AD SIZES\*



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



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



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



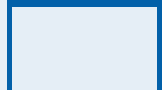
1/2 Page - No Bleed  
7" W X 4 7/8" H



1/3 Page - No Bleed  
2 3/16" W X 10" H



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



vertical  
2 3/16" W X 4 7/8" H

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

WWW.MOBILECHAMBER.COM

## MOBILE AREA CHAMBER WEBSITE

The Chamber's website - [www.mobilechamber.com](http://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 (meaning the date of a signed contract and receipt of a banner ad), 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 website.

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.*

[WWW.MOBILECHAMBER.COM](http://WWW.MOBILECHAMBER.COM)

# 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):	April 2012	<input type="checkbox"/>	May 2012	<input type="checkbox"/>	June 2012	<input type="checkbox"/>
	July 2012	<input type="checkbox"/>	August 2012	<input type="checkbox"/>	September 2012	<input type="checkbox"/>
	October 2012	<input type="checkbox"/>	November 2012	<input type="checkbox"/>	Dec/Jan 2013	<input type="checkbox"/>
	February 2013	<input type="checkbox"/>	March 2013	<input type="checkbox"/>	April 2013	<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: \_\_\_\_\_

### 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.

**Rene Eiland, Account Executive**

**251-510-4175**

**reiland@mobilechamber.com**

**Fax: 251-431-8646**

Your signature acknowledges that you have read the deadlines, reservations, conditions and limitations 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 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):

March 2012	<input type="checkbox"/>	April 2012	<input type="checkbox"/>	May 2012	<input type="checkbox"/>
June 2012	<input type="checkbox"/>	July 2012	<input type="checkbox"/>	August 2012	<input type="checkbox"/>
September 2012	<input type="checkbox"/>	October 2012	<input type="checkbox"/>	November 2012	<input type="checkbox"/>

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 8 or more consecutive weeks

\$35 each week for 16 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

**Rene Eiland, Account Executive**

**251-510-4175**

**reiland@mobilechamber.com**

**Fax: 251-431-8646**

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

# Mobile Area Chamber of Commerce GUIDE TO MOBILE

## 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:

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: \_\_\_\_\_

*Your signature acknowledges that you have read the deadlines, reservations, conditions and limitations for advertising in The Membership Directory. Return signed form to: Membership Department, Mobile Area Chamber, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-432-1143.*

## FILE TRANSFER

Files smaller than 2 MBs may be e-mailed to Missy Hartley at [mhartley@mobilechamber.com](mailto:mhartley@mobilechamber.com).

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

CHAMBER WILL INVOICE FOR AD  
NOVEMBER 2012

Deadline for submitting ad art is:  
November 1, 2012

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) Color Ads:
  - Full Page
  - 1/2 Page
- 2) B/W Ads
  - Full Page
  - 1/2 Page
  - 1/3 Page
  - 1/6 Page
- 3) Art Details:
  - Art Attached
  - Art to Follow
  - Art on File
- 4) Ad is
  - Renewal
  - New
- 5) If Cover Ad:
  - Inside Front
  - Inside Back
  - Outside Back

# Mobile Area Chamber of Commerce WEBSITE

## Member Advertising Contract & Space Order

Advertiser/Business Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Banner Location: *(Ad will run from contract date for one year.)*

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: \_\_\_\_\_

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

	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	<input type="checkbox"/>	February	<input type="checkbox"/>	March	<input type="checkbox"/>	April	<input type="checkbox"/>
May	<input type="checkbox"/>	June	<input type="checkbox"/>	July	<input type="checkbox"/>	August	<input type="checkbox"/>
September	<input type="checkbox"/>	October	<input type="checkbox"/>	November	<input type="checkbox"/>	December	<input type="checkbox"/>

Website 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: \_\_\_\_\_

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

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 bottom of the e-mail. The ad will link to the sponsor's website.
- 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.**

# ***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: \_\_\_\_\_

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Total Cost of Ad is \$3,500.

Signature: \_\_\_\_\_

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*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 \_\_\_\_\_

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Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Chamber Rep: \_\_\_\_\_

*Your signature acknowledges that you have read the deadlines, reservations, conditions and limitations for advertising in the ED Overview.  
Return signed form to: 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.**