

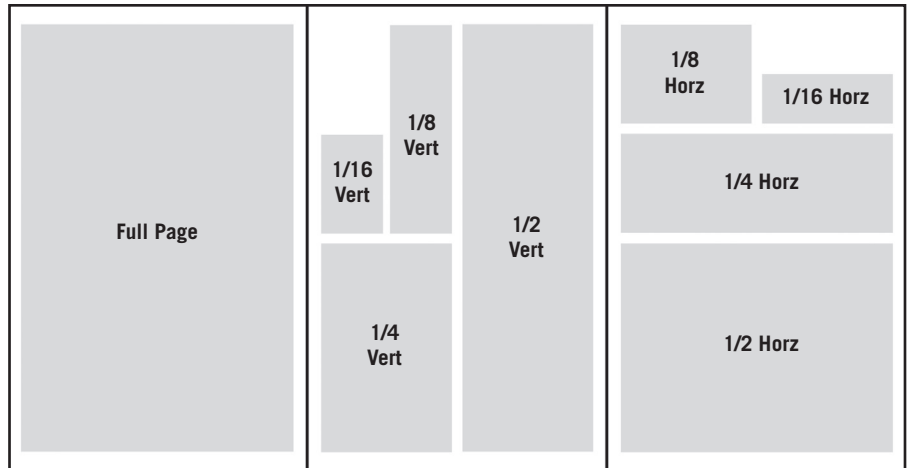
# theVoice

of the Rockford Business Community

Advertising Rates 2011

*The Voice* is an award-winning, full-color, 24-page tabloid-style business newspaper published monthly by the Rockford Chamber of Commerce.

*The Voice* is distributed on the first of each month to a circulation of 6,000 and is read monthly by more than 30,000. In addition to being mailed to members of the Rockford Chamber, *The Voice* is distributed locally at hotels, banks, realty offices and other business locations. *The Voice* serves as a communication and information source to keep members of the business community current with Chamber and local business happenings, events and trends.



## RATES FOR CHAMBER MEMBERS ONLY (NON-MEMBERS ADD 25%)

	Dimensions (W by H inches)	1x Issue Rate		3x Issue Rate		6x Issue Rate		12x Issue Rate	
		B&W	4C	B&W	4C	B&W	4C	B&W	4C
<b>Full Page</b>									
back cover	9.5 x 15	\$1865	\$2815	\$1690	\$2540	\$1595	\$2400	\$1415	\$2115
full page	9.5 x 15	\$1400	\$2095	\$1265	\$1895	\$1175	\$1800	\$1045	\$1575
<b>1/2 Page</b>									
vertical	4.625 x 15	\$805	\$1200	\$725	\$1125	\$680	\$1025	\$605	\$905
horizontal	9.5 x 7.375								
<b>1/4 Page</b>									
vertical	4.625 x 7.375	\$440	\$655	\$405	\$605	\$375	\$560	\$325	\$495
horizontal	9.5 x 3.5								
<b>1/8 Page</b>									
vertical	2.187 x 7.375	\$245	\$390	\$225	\$350	\$215	\$325	\$195	\$305
horizontal	4.625 x 3.5								
<b>1/16 Page</b>									
vertical	2.187 x 3.5	\$160	\$225	\$140	\$205	\$125	\$200	\$115	\$185
horizontal	4.625 x 1.75								

## 4-COLOR INSERT

Dimensions	1x Issue Rate	3x Issue Rate
8" x 10.25" (MAX)	\$900	\$765

The Chamber of Commerce will accept two four-color inserts per issue. The insert must be 8 x 10 inches. The copy and stock must be approved by the editor prior to publication release date.

**Delivery:** Inserts must be delivered (with count) to:  
RiverView Printing 99 East State St., Rockford, IL 61104

## PRODUCTION

**Acceptable file formats include:** Adobe PDF, QuarkXpress, Photo-shop, Illustrator. All files MUST be accompanied with fonts and graphics used in the advertisement.

**Delivery:** E-mail ad files to [dhessong@rockfordchamber.com](mailto:dhessong@rockfordchamber.com) on or before the Materials Deadline (20th).

**SPACE RESERVATION DEADLINE - 15TH / MATERIALS DEADLINE - 20TH**

Lynette Jacques at 815.316.4317 - or e-mail to [ljacques@rockfordchamber.com](mailto:ljacques@rockfordchamber.com)