

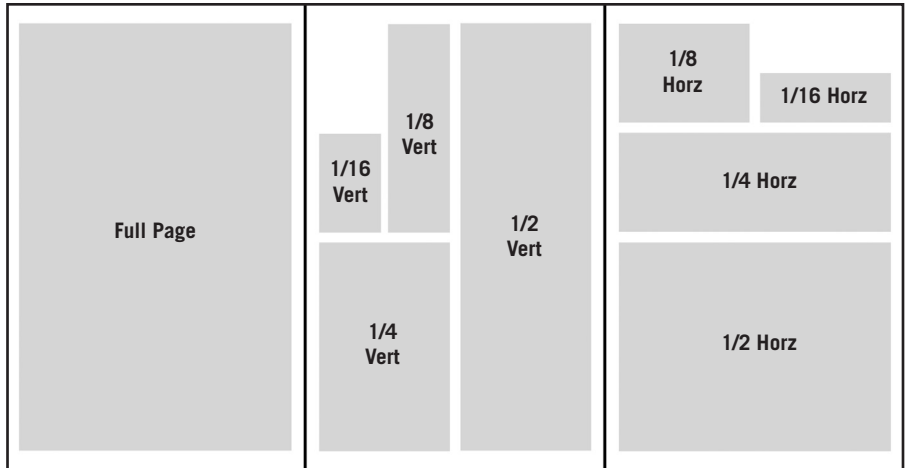
theVoice

of the Rockford Business Community

Advertising Rates 2010

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
Full Page									
back cover	9.5 x 15	\$1775	\$2680	\$1610	\$2420	\$1520	\$2285	\$1349	\$2015
full page	9.5 x 15	\$1335	\$1995	\$1205	\$1805	\$1120	\$1715	\$995	\$1500
1/2 Page									
vertical	4.625 x 15	\$765	\$1145	\$690	\$1070	\$650	\$975	\$575	\$860
horizontal	9.5 x 7.375								
1/4 Page									
vertical	4.625 x 7.375	\$420	\$625	\$385	\$575	\$355	\$535	\$310	\$470
horizontal	9.5 x 3.5								
1/8 Page									
vertical	2.187 x 7.375	\$235	\$370	\$215	\$335	\$205	\$310	\$185	\$290
horizontal	4.625 x 3.5								
1/16 Page									
vertical	2.187 x 3.5	\$150	\$215	\$135	\$195	\$120	\$190	\$110	\$175
horizontal	4.625 x 1.75								

4-COLOR INSERT

Dimensions	1x Issue Rate	3x Issue Rate
8" x 10.25" (MAX)	\$875	\$762

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 to:
Adams Letter Services, 222 N. Rockton, Rockford, IL

PRODUCTION

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

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

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

Becky Brown at 815.316.4317 - or e-mail to beckyb@rockfordchamber.com