WHY JOIN THE CHAMBER?

WHY JOIN THE CHAMBER?

GROWTH

Connections, Networking, Business Referrals and Illinois Small Business Development Council (SBDC)

EDUCATION

Resources and Tools to Strengthen Your Business through Workshops, Forums and Seminars

ACCESS

Connects You to Elected Officials and Community Leaders

ADVOCACY

Unified Political Voice to Advance Business Priorities to Local, State and National Legislators

CREDIBILITY

Consumers are 80% More Likely to Patronize a Business They Believe is a Chamber Member
(The Shapiro Group Study)

VISIBILITY

Increased Exposure through Our Publications, Websites, Social Media, and Sponsorships

VALUE

Access to Member-Only Discounts Saves You Money

LEADERSHIP

Develop Skills that Foster Leadership through Our Center for Leadership Development

Leading Business Growth
ROCKFORD Chamber of Commerce℠

It's A Great Business Strategy!

308 West State Street, Suite 350 | Rockford, IL 61101 | rockfordchamber.com | (815) 987-8100

Chamber Member Benefit Programs

Leading Business Growth
ROCKFORD Chamber of Commerce

Take advantage of the power of the Chamber to save big on business expenses

Rockford Chamber of Commerce members belong to the Chamber to be part of building a strong business network as well as supporting the community and advocating on behalf of business. The Rockford community gains much of its strength from the positive environment fostered by our many businesses. But being a chamber member has other strengths as well, delivering effective savings on the cost of doing business through value-added programs. The power of the Rockford Chamber with its strong membership base helps to yield savings normally available to large businesses or high volume customers. By using the power of a consolidated membership, the Rockford Chamber continues to offer to its member's value-added services to benefit your business.

Powershare - Energy Savings

The Powershare offering is the Chamber's exclusively created energy co-op that uses its base of chamber members to offer lower electric utility rates to small businesses not available to them on an individual basis. The rates achieved by the Chamber's co-op will typically save a business one month's energy cost in a one year period. For more information please contact the Chamber at 815-987-8100 or info@rockfordchamber.com

YMCA - Corporate Membership

Research has shown an effective wellness program can have significant impact on a variety of health risk factors including blood pressure, cholesterol, cardiovascular disease and obesity. Through the YMCA of Rock River Valley Corporate Wellbeing Program, companies can provide their employees with wellness programs, health education and savings on memberships, all of which can improve employee morale, absenteeism and productivity. If you are interested in a partnership with the YMCA, please contact Trish Tousant, Senior Director of Operations at 779-500-0815 or email address ttousant@rockriverymca.org.

UPS® - Small Package and LTL Freight Discounts

The Chamber is pleased to partner with UPS to offer the RCC/UPS Savings Program – a member benefit program that provides you with discounts on a wide variety of small package and LTL freight shipping solutions. The RCC/UPS Savings Program gives you access to UPS's wide distribution network, reliable service and advanced technology, enabling you to reach more customers than ever before. UPS is an important employer and business resource in our community, and we are excited to offer this program with them. Please visit www.savewithups.com/rockford to get started!

Auto Owners Insurance - Business Insurance Savings

Just for being a member of the Rockford Chamber you can receive an excellent discount on your business insurance costs. Many of our members brag about the savings they achieve through this offering. Insurance costs, especially in areas like worker's compensation, can be a very high cost of operating a business. These discounts can amount to some significant savings. Please talk to your insurance broker about Auto-Owners insurance or call us about how to take advantage of this offering.

HUMANA - Insurance Savings

As a Rockford Chamber of Commerce member, you can save on your dental, vision and life premiums. Plans are available to member companies with 2 to 99 eligible employees. Discount only available to new Humana customers. To find out more, please call your broker, Rockford Chamber of Commerce, or Humana at 312-441-5372.

Severson Dells Nature Center - Business Membership

Severson Dells Nature Center (SDNC) has been a leader in experiential science and nature education for nearly 45 years. A gift in support of SDNC is an investment in local environmental and science education in your northern Illinois community. By becoming a Business Member, your company can support science in our community while also receiving recognition, exclusive benefits for your employees, and more. As a special benefit to Chamber Members, we are offering an exclusive, customized 1.5-hour nature walk program to your employees. Studies show that time spent in nature boosts mood, mental and physical wellness, creativity, and problem-solving. To learn more about the benefits of membership, visit www.seversondells.com/become-a-member or contact Ann Wasser, Director, at (815)335-2915 or ann@seversondells.org.

POWERSHARE

the YMCA

UPS

Auto-Owners Insurance
Life Home Car Business

Humana

Severson Dells Nature Center

The Rockford Chamber Councils

Providing opportunities for focused networking & professional development

Business Education Council: Works to educate members on sound business practices with monthly "Breakfast Buzz" seminars on sales, marketing, human resources and other business-related topics. Meets: Second Wednesdays, 7:30 a.m., at Rockford University.
Staff Contact: Caitlin Pusateri, 815.316.4337

Government Affairs Council: The mission of the Government Affairs Council is to advocate for a strong and healthy business environment through influencing of legislative, economic and social policy. The Government Affairs Council brings together sectors of the business community to serve as one voice for business. All advocacy efforts made by the Chamber's Government Affairs Council are founded on encouraging business growth, promoting a strong local economy and fostering a favorable business climate in the Rockford Illinois Region. Meets: Second Fridays, 7:30 a.m., at Stockholm Inn.
Staff Contact: Einar Forsman, 815.987.8100

Business Women's Council: Meets monthly to foster networking and education for women in business. Meetings are designed to help women shape their dreams, achieve professional goals and generate positive results in their lives. Meets: First Tuesdays, 11:30 a.m., at Rockford Country Club.
Staff Contact: Caitlin Pusateri, 815.316.4337

IGNITE - Young Professionals Organization: Connect with local young professionals, ages 21-45, who live, work, learn and play in the Rockford region! Our mission is to attract and retain young professionals to the Rockford region. IGNITE enables young professionals to network with new friends and business contacts as well as provide leadership, volunteer and personal and professional development opportunities. Monthly programs include networking events as well as other events. For further details, Please visit: igniterockford.com.
Staff Contact: Carmen Kellerman, 815.316.4302

Ambassadors Club: This is the volunteer arm of the Chamber. Wearing traditional red blazers, Ambassadors serve as mentors to new members, and are active at grand openings, ribbon cuttings, open houses and Chamber events. Meets: monthly at various locations.
Staff Contact: Kristin Muehlfelder, 815.316.4315

Manufacturers Council: Works to ensure manufacturing continues to play a vital role in the Rockford Region. Hosts manufacturing-related events and works to develop and improve a range of services for existing manufacturers. Open to manufacturers only.
Staff Contact: Einar Forsman, 815.987.8100

Education & Workforce Development Council: The Education & Workforce Development Council focuses on assisting the educational institutions and agencies with a primary mission of education or workforce development in meeting the needs of the business community. The council aims to address gaps that exist for improving Rockford's workforce development efforts to support the needs of the regions' employers for both the short and long term to advance the overall economic health of the region.
Staff Contact: Einar Forsman, 815.987.8100

Public Safety Council: The Rockford Chamber of Commerce Board of Directors authorized the formation of a Public Safety Council. The primary mission of the Council will be to engage the business community in efforts to prevent and reduce crime in the Rockford area. The Council will serve as a conduit between the business community and public safety officials and other public officials to: maintain an awareness of public safety activities; educate business community members on practices to prevent crime; receive, track and report on business community feedback on concerns associated with crime and public safety; and, conduct forums and training sessions to help the business community in addressing issues associated with crime and public safety.
Staff Contact: Einar Forsman, 815.987.8100

Advantage Clubs / BNGroups

Advantage Clubs/BNGroups are made up of business owners, decision makers and sales associates dedicated to networking and referring business to one another. Only one member from each industry is permitted in the group. During meetings, group members give a self-introduction, the president of the group makes announcements, and other group leaders give reports as needed. A talk is given by a member and referrals/testimonials are passed. These talks are designed to help members better understand each represented company. During the talks, members explain their companies and services, use props or visuals, explain the advantages of doing business with their companies and what types of referrals they are looking for.

Visitors are welcome to attend a meeting before making a decision to join. If you are interested in visiting an Advantage Club or BNGroup, you can visit RockfordChamber.com, call 815.987.8100 or email info@rockfordchamber.com.

Advantage Club Originals

Advantage Power Network Club

IGNITE Business Networking Group

All Stars BNG

Membership Application

Leading Business Growth
ROCKFORD Chamber of Commerce

( ) Woman Owned Business ( ) Home Based Business ( ) Minority Owned Business ( ) 501C3 Non-Profit

Organization Name: Date:

Street Address: City/State/Zip/County:

Mailing Address (if different from above):

Phone Number: Fax Number** Toll Free Number:

Website Address: Company E-mail Address**

Main Rep. (print): Title: Main Rep. E-mail**

Full-time Employees: # Part-time Employees: # Rooms (Hotel/Motel):

Billing Contact (if different): E-mail**

Additional Contact: E-mail**

Membership:

( ) Primary Location Dues (from Schedule) $ _____
( ) Additional Location(s) Fee (at $100 each) $ _____
( ) Additional Independent Contractor/Agent (at $100 each) $ _____

Website Enhancement Packages:

( ) **Platinum Package:** $150 Includes up to 5 listing categories and eligibility for submissions to Chamber's Email Newsletter
( ) **Gold Package:** $75 Includes up to 3 listing categories and eligibility for submissions to Chamber's Email Newsletter
( ) **Standard Package:** No Charge, Includes 1 listing category
( ) **Additional Categories:** $75 per listing category (only applies if more than 5 categories in total) $ _____

Total $ _____

Brief Business Description:

List Categories (please separate with semicolon):

Reason for joining (you can select more than one):

( ) Networking Opportunities ( ) Educational Opportunities ( ) Cost Savings/Affinity Programs
( ) Increased Business/Referrals ( ) Increased Visibility/Exposure ( ) Advocacy/Public Policy/Public Safety
( ) Community Support ( ) Leadership Programs ( ) Workforce Development
( ) Other (Please specify):

Yes! I would like to refer the following for Membership:

Please add me to your email list for the following:

( ) Business Education Council (Breakfast Buzz) ( ) Business Women's Council ( ) Government Affairs Council
( ) Advantage Club ( ) Ambassadors Club ( ) IGNITE-Young Professionals

**By sharing an e-mail address and/or fax number, you are giving the Chamber permission to contact you using this technology.
You also give us your permission to include your e-mail address and/or fax number in our annual hard-copy membership directory.
Your e-mail address will not be visible on the Chamber's web site and will never be sold except as part of the annual membership directory.

Payment Options: ( ) Visa ( ) MasterCard ( ) American Express ( ) Discover ***(Please Fill Out Separate Credit Card Payment Form)***

( ) Check Num.:_____ Make check payable to: **Rockford Chamber of Commerce**, return to: 308 W. State St., Ste 350 Rockford, IL 61101

Member Signature: Date:

Account Executive: Date:

New Member Investment Schedule

Effective December 2019

Leading Business Growth
ROCKFORD Chamber of Commerce

GROUP 1 - General Memberships *(Includes Hospitals) (See Notes Below)*

# of Employees	
0-9 emp.	$470
10-19 emp.	$620
20-29 emp.	$760
30-45 emp.	$930
46-75 emp.	$1,210
76-150 emp.	$1,770
151-250 emp.	$2,380
251-500 emp.	$3,090
501-750 emp.	$3,970
751-1000 emp.	$5,130
1001-2000 emp.	$6,610
2001-3000 emp.	$9,480
3001+ emp	$12,400
Add'l Location (same name)	$100
Add Independent Contractor/Agent	$100

GROUP 2 - Public/Private Schools, Colleges & Government *(See Notes Below)*

# of Employees	
1 - 35 emp.	$430
36 - 100 emp.	$780
101-1000 emp.	$1,140
1001+ emp	$1,480
Add'l Department/Location	$200

GROUP 3 - Hotel & Motel *(See Notes 2 and 3 Below)*

$470 + $3 per room

GROUP 4 - Non-Profit Organizations *(IRS designation 501C3) (Excludes Hospitals) (see Notes Below)*

# of Employees	
0-9 emp.	$260
10-19 emp.	$335
20-29 emp.	$405
30-45 emp.	$490
46-75 emp.	$630
76-150 emp.	$910
151-250 emp.	$1,215
251-500 emp.	$1,570
501-750 emp.	$2,010
751-1000 emp.	$2,590
1001-2000 emp.	$3,330
2001-3000 emp.	$4,765
3001+ emp	$6,225
Add'l Location	$100

NOTE 1: *Include all full time and equivalent employees in the Rockford Market Area. Each part time employee is equivalent to 1/2 a full time employee (Example: 50 part time translates to 25 employees when figuring dues). Owners, Partners, Principals are considered full time employees.*

NOTE 2: *New member processing fee of $50 is included in the above rates.*

NOTE 3: *A standard website enhancement package with one listing category is included with your membership investment. Optional website enhancement packages with additional category listings are available. Add a Website Enhancement Package ($75 For Gold Package, $150 for Platinum Package)*

rockfordchamber.com • 815.987.8100 • 815.987.8122 fax

Credit Card Payment Form

Leading Business Growth
ROCKFORD Chamber of Commerce℠

Payment For/Invoice #

Name of Card Holder Date

Company Name

Address

City State Zip

Telephone Fax Cell

Please charge $ _____ to my: ❑ VISA ❑ MasterCard ❑ Discover ❑ American Express

Credit Card Billing Address

Credit Card # Exp. Date Sec Code

Notes or special instructions:

Please complete and return to:

Rockford Chamber of Commerce
308 W State Street, Ste 350 • Rockford, Illinois 61101
Phone: 815.987.8100 • Fax: 815.987.8122

Website Enhancement Packages

Highlight your business on rockfordchamber.com

Leading Business Growth
ROCKFORD Chamber of Commerce℠

Turn your basic business listing on the Chamber's website into an eye-catching, search engine optimized (SEO) advertisement. An enhanced listing in the Chamber's online directory is guaranteed to increase the amount of traffic your business receives when people search specific products or services in and around the Rockford area using search engines such as Google, Bing and Yahoo!.

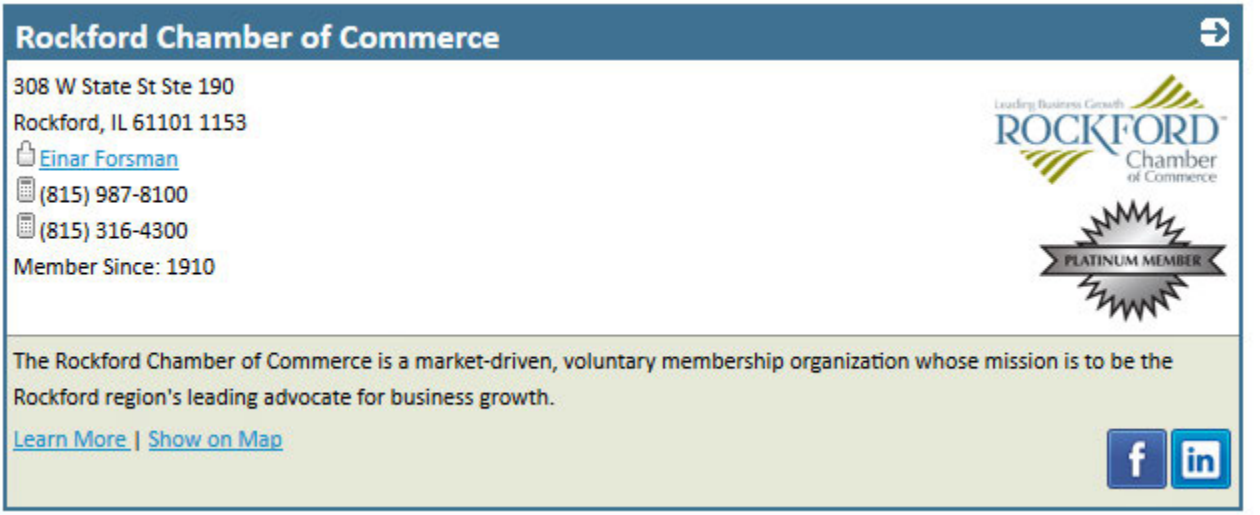
As part of your Chamber membership, some features are included with a standard listing. To stand out among your competitors and to maximize your web exposure, the Chamber offers different levels of directory enhancements. Please note that "Directory Listing Results" and "Individual Directory Pages" are purchased as a set, the price includes both items.

	Standard (no charge)	Gold ($75)	Platinum ($150)
Directory Listing Results Page			
Business Name, Address and Phone Number	✗	✗	✗
Main Contact Name	✗	✗	✗
Home/Toll Free Phone Number	✗	✗	✗
eCoupons	✗	✗	✗
Learn More Link	✗	✗	✗
Member Since Date	✗	✗	✗
Social Media Links	✗	✗	✗
Business Name in **BOLD**		✗	✗
Business Name in Color Banner		✗	✗
Listing Results Background Color			✗
Short Business Description (up to approx. 35 words)			✗
Listing in One Business Category	✗		
Listing in Up to Three Business Categories		✗	
Listing in Up to Five Business Categories			✗
Enhancement Badge Included with Your Listing		✗	✗
Preferred Placement for Your Listing		✗	✗
Individual Directory Page			
Business Name, Address, Phone and Fax Number	✗	✗	✗
Main Contact	✗	✗	✗
Home/Toll Free Phone	✗	✗	✗
eCoupons	✗	✗	✗
Link to Member Website	✗	✗	✗
Embedded Map	✗	✗	✗
Map/Directions Link	✗	✗	✗
Outlined Header	✗	✗	✗
Social Media Links	✗	✗	✗
Long Business Description (up to approx. 250 words)		✗	✗
Products/Services			✗
Business Logo			✗
Business Photo			✗
Embedded Video			✗

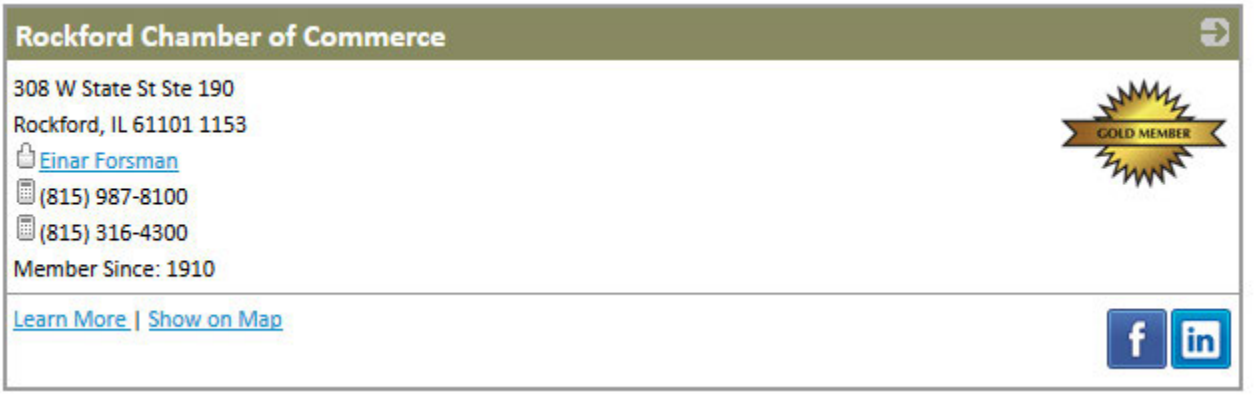
Gold or Platinum packages are eligible for submissions to the Chamber's Business Direct e-mail press release service.
For questions on packages or categories contact Customer Service at 815.987.8100 or e-mail at info@rockfordchamber.com

Website Enhancement Packages

Platinum Listing Results - Sample



Gold Listing Results - Sample



Listing Results - Sample

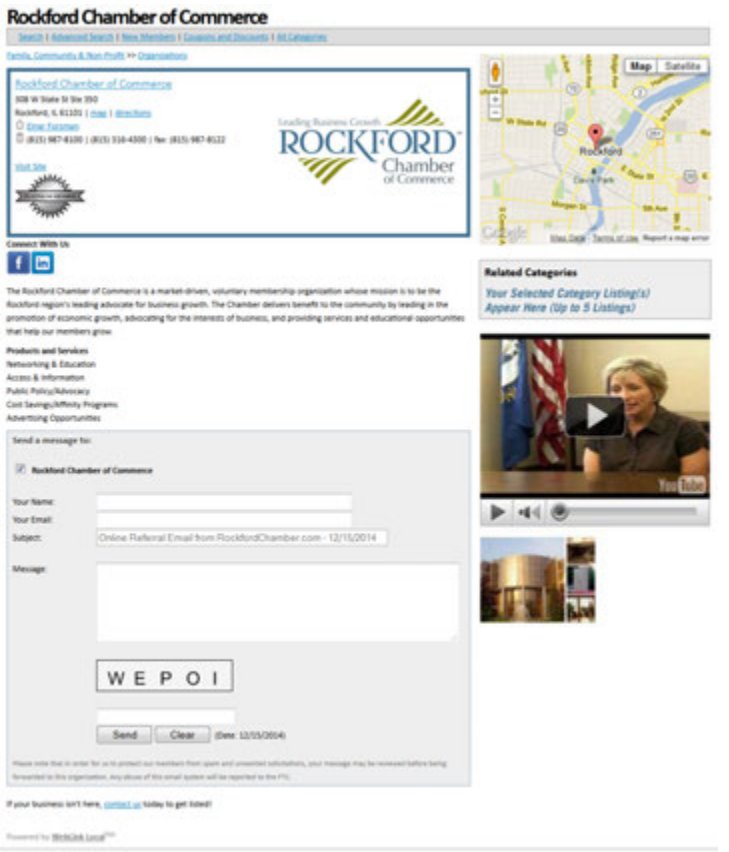
Gold or Platinum packages are eligible for submissions to the Chamber's Business Direct e-mail press release service.

Your package applies to all categories in which your company is listed. You can review the available categories and check your listing(s) on the chamber website by selecting the Business Directory. You can update your business description and other contact information through the "Members Only" login. For questions on packages or categories contact Customer Service at 815.987.8100 or e-mail at info@rockfordchamber.com

Website Enhancement Packages

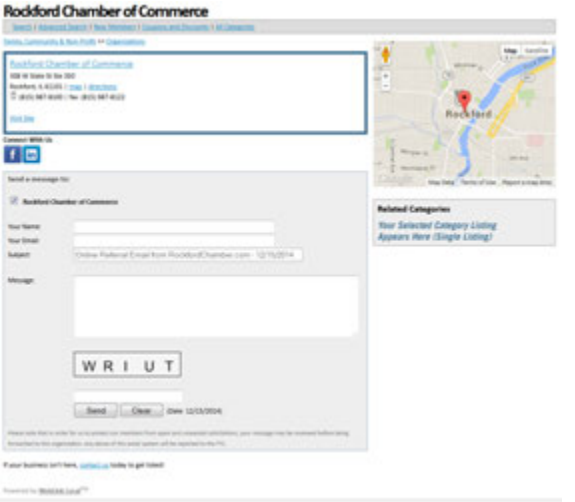
Leading Business Growth
ROCKFORD Chamber of Commerce

Platinum Individual Page - Sample



Gold Individual Page - Sample

Individual Page - Sample



Social Media Request Guidelines

Leading Business Growth
ROCKFORD Chamber of Commerce

1. **All social media requests must have the following to be considered for posting:**

    a. JPEG image of flyer, logo or picture of event/announcement to be shared. We cannot accept PDFs.
    b. A short write-up (40 words or less) to go with image. Links to websites, event registrations, etc can be included in the write-up.
    c. Submissions are on a first-come, first-serve basis
    d. Request must be emailed directly to Carmen Kellerman (ckellerman@rockfordchamber.com)
    e. Please put ***"{Business Name} Facebook Share Request"*** in the subject line.

2. **Please follow the instructions below:**

    a. Email Carmen with the write-up.
    b. Make sure the JPEG is attached.
    c. To ensure a timely posting, make sure the event date is obvious.

3. **Feel free to submit up to five events per year. We will publish a limited number of posts per week.**

4. **If the above protocol is not followed, your request will not be considered.**

Example of Request:

To: emarshall@rockfordil.com

Subject: {Business Name} Facebook Share Request

Message: Below please find a write-up for our event and attached a JPEG of our flyer. Please let us know if there is anything else you need from us.

"Write-Up" Example: Business ABC is having a taco and margarita night at restaurant XYZ and would love for you to join them. 10% of proceeds benefit Business ABC. Please come out and support Business ABC on Date, Time.

Note: Non-chamber members cannot submit information for Social Media postings. The Chamber reserves the right to accept or reject submissions.

Rockford Chamber Job Board

Opportunities for Both Employers & Talent

Looking to add to your team or board? Interested in a new position? The Rockford Chamber of Commerce Job Board is an ideal place to post your current opportunities or resume!

Employers:

- Employers are able to post current job opportunities for 30, 60 or 90 days.
- Easily manage applicants with Quick Apply or have applicants apply directly to your website.
- Enjoy high levels of customization within your job post – include what works for you and your company.
- Take advantage of additional exposure opportunities including the ability to email your job to those not currently actively seeking employment opportunities.
- **Rockford Chamber Members – post your job for FREE!** Looking for more? Upgrade your listing with optional features for a heavily discounted price.

Talent:

- Search our database by industry, including Board Positions, Remote Work, and more.
- Upload your resume for all employers to view or individual employers – the choice is yours.
- Find clear, easy to navigate job postings that fit your needs.
- **Free to use!**

Rockford Chamber Job Board Pricing:

30 Day Posting:	**Rockford Chamber Member: $0**	**Non Member: $200**
60 Day Posting:	**Rockford Chamber Member: $0**	**Non Member: $400**
90 Day Posting:	**Rockford Chamber Member: $0**	**Non Member: $600**

Non-members are able to post multiple jobs at once for a discounted rate. Rockford Chamber members have access to unlimited job postings for free.

Optional Exposure Upgrades:

Featured Job Listing – Featured Listings will be prioritized at the top of the job board highlighted in yellow.

	Rockford Chamber Member: $25	**Non Member: $100**

Job Posting Distribution – Those who select to add Job Posting Distribution will have their job included in a one-time email update to our members highlighting new job postings. Great exposure to put your job in front of people who may not be actively looking, but are open to new opportunities. A unique option to reach a broad audience! ***Note:*** *Multiple job openings may or may not be included in the same email. Emails are sent the next business day.*

	Rockford Chamber Member: $150	**Non Member: $300**

Ready to get started? Logon to our website, rockfordchamber.com, and click the Job Board button to get started!

Interested in becoming a Rockford Chamber Member? We'd love to have you! Visit our website to complete your application (and start saving!) today.

rockfordchamber.com • 815.987.8100 • 815.987.8122 fax

Advantage Club /BNGroup Membership Application

Leading Business Growth
ROCKFORD Chamber of Commerce℠

Advantage Clubs / BNGroups are a made up of business owners, decision makers and sales associates dedicated to networking and referring business to one another.

Because of this, only one member from each industry is permitted in the group. Annual Membership fee applies. Contact us today to see if there is an opening for you!

Company Name:

Potential Group Member's Name:

Title:

Company Address:

City: State: Zip:

Phone Number: Fax Number:

E-mail Address:

(Meeting Notices are sent via e-mail) Date:

Company Profile

Products/Services:

Please describe the types of leads you are looking for:

Advantage Club / BNGroup Options

_____ **Advantage Club Originals ($35*)**

_____ **Advantage Power Network Club ($35*)**

_____ **IGNITE BNG ($60*)**

_____ **All Stars BNG ($60*)**

Please complete and return to:

Rockford Chamber of Commerce
308 W State Street, Ste 350 • Rockford, Illinois 61101
Phone: 815.987.8100 • Fax: 815.987.8122

Annual Membership Fee - Requirements for membership in Advantage Clubs / BNGroups include being a member in good standing of the Rockford Chamber of Commerce and a yearly membership fee.

Rockford Chamber Ambassadors

Leading Business Growth
ROCKFORD℠ Chamber of Commerce

AMBASSADORS
of the Rockford Chamber of Commerce

Rockford Chamber of Commerce (RCC) Ambassadors are the most highly visible volunteers of the organization. They function as RCC's customer service department and make dozens of contacts monthly promoting the organization to members and non-members. Ambassadors also find that their involvement brings their company greater visibility.

The Ambassadors Club is a group of RCC members who generously donate 3-5 hours per month to participate in RCC activities. Ambassadors are expected to encourage existing RCC members to become more engaged with the organization and offer ways to do so, serve as greeters at various RCC events and activities, assist with retention of current members and refer businesses to become members of RCC. Overall, their goal, as a group, is to strengthen RCC's membership base and enhance the organization's visibility throughout the entire region – in a positive and proactive manner.

Individuals should have a sincere willingness to promote RCC's mission and work together to enhance the area's overall quality of life.

Monthly Meetings
Each month a lunch meeting is held at a RCC member restaurant or venue. The meetings are held at a Chamber member's place of business and will have a speaker.

Contact:

Kristin Muehlfelder, Member Relations
815.316.4315
kmuehlfelder@rockfordchamber.com

Rockford Chamber Ambassador Application

Leading Business Growth
ROCKFORD Chamber of Commerce

Date:

Full Name:

Email:

Phone:

Name of Business or Employer and Start Date:

How did you hear about the Ambassador Club?

Why do you want to become a Chamber Ambassador?

What contributions can you bring to the Ambassador Team?

As an Ambassador, what would you hope to convey to other Chamber Members?

What other volunteer commitments are you currently involved in?

Signature:

rockfordchamber.com • 815.987.8100 • 815.987.8122 fax

The Voice & Business Direct

Leading Business Growth
ROCKFORD Chamber of Commerce

The Voice is the Chamber's flagship newspaper published on the 1st of every month. Following the Chamber's mission of leading business growth, it features stories and perspectives on business topics of relevance, and provides a forum for members to help members by offering their best ideas and insights. Distribution is 6,000 mailed to employees of member businesses and dropped off at key distribution sites in the Rockford area. It truly is the voice of the business community.

Editorial Submission Guidelines for Guest Articles:

- Feel free to submit up to two per year per member for consideration.
- Articles should be informative, non-advertorial and of general interest to the entire Chamber membership.
- Word count is 400-750 words; include headshot and 15-word byline on author.
- Send submissions to: **editor@rockfordchamber.com** by the 15th of the month to be considered for an upcoming issue.
- The Chamber will accept submissions by e-mail only.

Editorial Submission Guidelines for Member News:

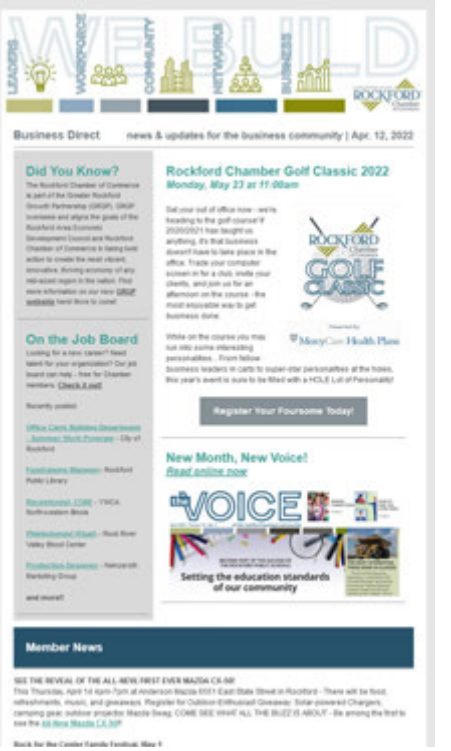
- Submit news for: Business Briefs; Community Events; New Hires
- Send submissions to: **editor@rockfordchamber.com** by the 15th of the month to be considered for current issue.
- The Chamber will accept submissions by e-mail only. **Please put "Member News" in the subject line.**

Editorial Submission Guidelines for Business Direct Email Newsletter:

Business Direct provides Chamber members with a vehicle to submit their news releases and information about their company. News is sent directly to subscribers on a weekly basis. We will publish a limited number of news releases per week in the member news section.

Editorial Submission Guidelines for Business Direct:

- Feel free to submit six press releases per year (1 per newsletter*)
- Submissions are on a first-come, first-serve basis.
- We will not accept submissions on job opportunities or advertising.
- Submit 50-75 words or less, directly to **editor@rockfordchamber.com**. The Chamber will accept submissions by e-mail only. **Please put "Business Direct" in the subject line.**
- Deadline for submissions is the Thursday prior to Tuesday release.
- **DO NOT** send attachments, hard copy press releases or flyers.
- **DO** send links to websites, email and/or Social Media.



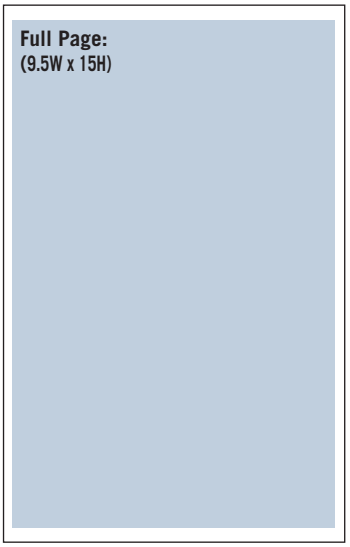
Note: Non-chamber members cannot submit information for The VOICE or Business Direct.
The Chamber reserves the right to accept or reject submissions. *Your Chamber membership must include the Gold or Platinum Website Enhancement package in order for your business to submit information to Business Direct e-mail newsletter.

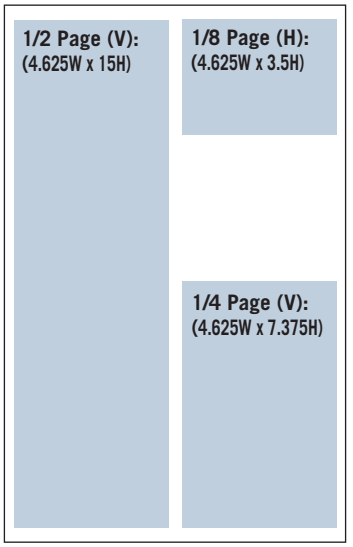
EDITORIAL INFORMATION: e-mail editor@rockfordchamber.com
ADVERTISING INFORMATION: Susan Contrady at 815.316.4317 or scontrady@rockfordchamber.com

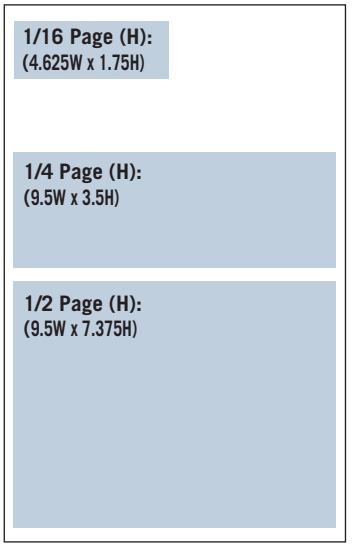
theVoice

of the Rockford Business Community

Advertising Rates 2022







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

Full Page	1X	3X	6X	12X
Back Cover	$3200	$2880	$2715	$2395
Full Page	$2370	$2145	$2025	$1785
1/2 Page	$1365	$1230	$1155	$1025
1/4 Page	$750	$675	$635	$565
1/8 Page	$445	$400	$380	$340
1/16 Page	$255	$230	$215	$190

NOTE: 1X, 3X, 6X and 12X refers to rate per issue.

The Voice is an award-winning, full-color, 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.

4-COLOR INSERT

Dimensions	1x Issue Rate	3x Issue Rate
8" x 10.25" (MAX)	$1025	$925

The Chamber of Commerce will accept two four-color inserts per issue. The insert must be 8 x 10 inches. The copy and stock (recommend: 70 to 80lb gloss text) must be approved by the editor prior to publication release date.
Delivery: Inserts must be delivered (with count) to:
Attention: Michelle Freund, N6637 Rolling Meadows Drive, Fond du Lac, WI 54937

PRODUCTION

Disclaimer: *The Voice* is produced with an offset printing process and uses newsprint paper stock. This can cause variations during the printing process including registration and color shifting. To ensure the best ad copy outcome, avoid the use of fonts that are small and/or thin, use solid black copy whenever possible and be cautious when using colored or reversed copy for text.

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

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

Susan Contrady at 815.316.4317 - or e-mail to scontrady@rockfordchamber.com

Leading Business Growth
ROCKFORD Chamber of Commerce℠

Quick Reference Guide

Leading Business Growth
ROCKFORD Chamber of Commerce℠

Service	Staff	Direct Line	E-mail Address
Accounts Payable/Receivable	Doug Rand	815.316.4316	drand@rockfordchamber.com
Address/Contact Changes	Joan Sundvall	815.316.4320	jsundvall@rockfordchamber.com
Advantage Clubs	Kristin Muehlfelder	815.316.4315	kmuehlfelder@rockfordchamber.com
Advertising (publications/web site)	Susan Contrady	815.316.4317	scontrady@rockfordchamber.com
Ambassadors	Kristin Muehlfelder	815.316.4315	kmuehlfelder@rockfordchamber.com
Annual Publications (editorial/distribution)	Doug Hessong	815.316.4338	dhessong@rockfordchamber.com
Board Meetings	Melissa Adams	815.316.4312	madams@rockfordil.com
Business Women's Council	Carmen Kellerman	815.316.4302	ckellerman@rockfordchamber.com
Certificates of Origin	Melissa Adams	815.316.4312	madams@rockfordil.com
E-mail Newsletters	Doug Hessong	815.316.4338	editor@rockfordchamber.com
Government Affairs Council	Einar Forsman	815.987.8100	eforsman@rockfordchamber.com
Lead 360	Caitlin Pusateri	815.316.4337	cpusateri@rockfordchamber.com
Leadership Rockford	Caitlin Pusateri	815.316.4337	cpusateri@rockfordchamber.com
Media Calls	Melissa Adams	815.316.4312	madams@rockfordil.com
	or Caitlin Pusateri	815.316.4337	cpusateri@rockfordchamber.com
Membership (New Members)	Jeff Bailey	815.316.4336	jbailey@rockfordchamber.com
Membership (Existing Members)	Kristin Muehlfelder	815.316.4315	kmuehlfelder@rockfordchamber.com
Relocation Information/Maps	Customer Service	815.987.8100	info@rockfordchamber.com
Ribbon-Cuttings	Carmen Kellerman	815.316.4302	ckellerman@rockfordchamber.com
SBDC (Small Business Development Center)	Edward Caceres	815.566.1953	edward.sbdc@rockfordchamber.com
Special Events	Carmen Kellerman	815.316.4302	ckellerman@rockfordchamber.com
Sponsorships	Caitlin Pusateri	815.316.4337	cpusateri@rockfordchamber.com
The VOICE (editorial/distribution)	Doug Hessong	815.316.4338	dhessong@rockfordchamber.com
rockfordchamber.com	Doug Hessong	815.316.4338	dhessong@rockfordchamber.com
IGNITE - Young Professionals	Carmen Kellerman	815.316.4302	info@igniterockford.com

Immediate Value of New Membership

Leading Business Growth
ROCKFORD Chamber of Commerce℠

- **Immediate Exposure** to three counties through Rockford (Regional) Chamber of Commerce

- **Consumer Confidence** - Consumers perceive an 40% increased confidence level in any business that is a Chamber member

- **Listed in Rockford Chamber of Commerce** hard copy and website directories including hyperlink to your website. Chamber website is "hit" approximately 175,000 per month. Website enhancements offer even more opportunities for your listing in on our member directory section.

- **Discount Opportunities** available to our members through our Affinity Programs: PowerShare (energy co-op), UPS, YMCA, Auto-Owners Insurance, Humana

- **Announced as a New Member** in our monthly business newspaper "*The VOICE*" - readership of 30,000 per month

- Many Networking Opportunities monthly to promote your business

- **Unlimited Complimentary Postings** of press releases/photos in "*The VOICE*" newspaper in three separate sections: Members in the News, Business Briefs and Community Events

- **Ribbon Cutting Event** available

- **Economical Advertising** and **Sponsorship Opportunities**

Frequently Asked Questions

Leading Business Growth
ROCKFORD Chamber of Commerce℠

What does the Chamber do for business?

The Rockford Chamber of Commerce delivers benefit to the community by leading in the promotion of economic growth, advocating for the interests of business, and providing service and educational opportunities that help our members grow.

- We are the leading advocate for business in the community/region;
- We actively engage our members and the community to drive growth in our regional economy;
- We are an innovative and indispensable resource and find solutions to help members grow their business; and
- We are a leader in fostering regional collaboration and planning.

What are the major benefits of membership?

- **Networking & Education:** We help members grow their business through valuable networking and educational opportunities. These events are carefully planned and produced so that chamber members can meet the right people to grow their business.

- **Access & Information:** We provide easy access to elected officials and community leaders who provide relevant information to help members grow their business and engage in community issues. They come to our events knowing they'll get questions and opinions from members.

- **Advocacy:** We're the business community's public policy voice. Opinions and priorities of our members are advanced to local, state and national legislators; the message will be heard by the proper elected officials and the message will be delivered effectively.

- **Value:** We offer programs and services that add dollars to your bottom line. Discounts and other Chamber programs help you save money; referrals and sales opportunities bring customers to your door; and targeted, effective, and affordable advertising opportunities deliver results.

How big is the Rockford Chamber?

The Rockford Chamber is one of the largest chambers in the state of Illinois. We represent Winnebago, Boone and Stephenson Counties with over 1,200 member companies from five different states.

Is the Rockford Chamber part of the government?

No, the Rockford Chamber of Commerce is an independent organization not affiliated with any government entity. We are solely funded by our membership.

Is the Rockford Chamber just for big businesses?

No, our membership base is approximately 80% small to mid-sized companies. We offer many programs and have a number of initiatives that benefit our smaller members.

Can the Rockford Chamber help with my bottom line?

Yes, we can. We have a number of programs designed to save our members money on insurance, shipping, energy cost and more.

What if I don't have time to attend events?

Your support is still helping us work for you. You will be listed in our membership directory which is a trusted resource used by the community. You will have access to local, state and federal information through our publications and website and your business will be linked to the Chamber. The public perceives a 40% increased confidence level in any business that is a chamber member.

Is my membership investment tax deductible?

Yes, for most chamber members your investment is deductible as an ordinary and necessary expense. A portion of dues, however, is not deductible as an ordinary and necessary expense to the extent that we engage in state or federal lobbying. The non-deductible portion of dues is 10%.