

The Voice & Business Direct



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.

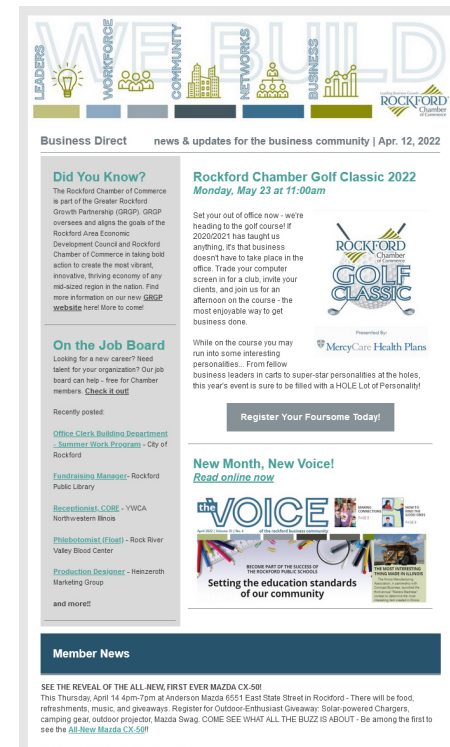
Note: Non-chamber members cannot submit information for The Voice or Business Direct.

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

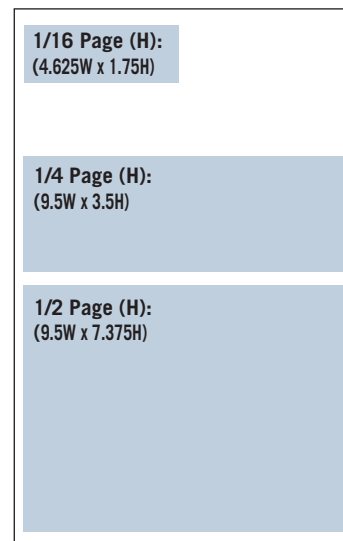
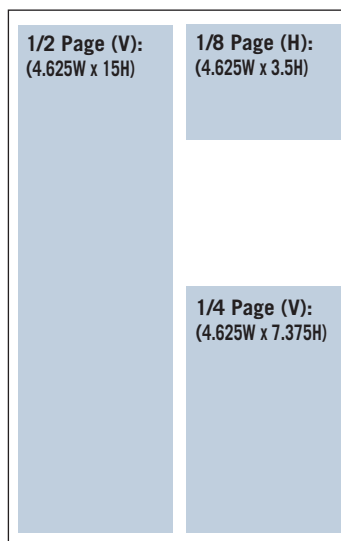
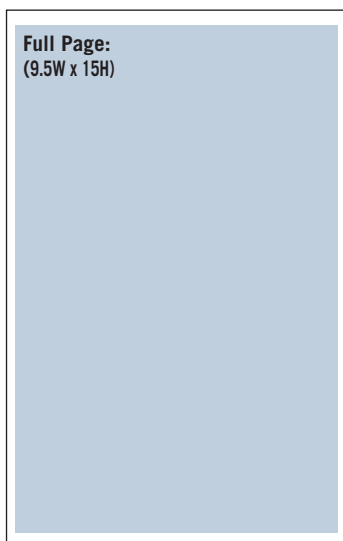
rockfordchamber.com • 815.987.8100 • 815.987.8122 fax



theVoice

of the Rockford Business Community

Advertising Rates 2022



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

	1X	3X	6X	12X
Full Page				
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

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.

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

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