



2023 GBCC ANNUAL MEMBERSHIP GUIDE & DIRECTORY

Last Call for 2023 Advertisers



The fifth-annual Greater Beloit Chamber of Commerce (GBCC) Membership Guide and Directory is underway, and we want to help your business shine in 2023. In addition to reaching all GBCC members via mail and being placed in public spaces, this year’s annual guide will once more be complemented by an interactive online member directory that allows advertisers to link directly to a web page of their choosing.

The directory is a unique opportunity to share what you do and why it is important with other chamber members and the community at large. Advertisers receive special benefits, including discounted pricing only available during early-stage ad sales and bonus digital advertising for full page or premium ad placements to complement your print placements. We can also offer additional copies to share with prospective clients and others upon request. And this year, for the first time, we will also be adding an interactive digital version of the directory to the GBCC website, which means your online directory ad will link to your homepage or any other webpage of your choosing —another added value for 2023 advertisers.

Don’t miss this opportunity to expand your reach and share your work. Early ad sales specials expire November 17, 2022, and standard rate ad sales close December 31, 2022. Details and an advertiser agreement form are provided on the next page. For additional information, please contact:

Aimee Thurner, Greater Beloit Chamber
 (608) 608-365-8835
aimeet@greaterbeloitcommerce.org

Laura Barten, Barten & Associates
 (608) 220-8955
laurabarten@gmail.com

MAXIMIZE YOUR INVESTMENT

- Directly share your story with hundreds of area business people
- Spotlight new products and services
- Enhance brand recognition with key business and community leaders
- Support continued regional economic development and growth
- Increase engagement through both print and interactive online exposure

BIG BENEFITS FOR ADVERTISERS

- New interactive online flipbook version to complement direct-mail print directory. Your ad links to the website page of your choosing.
- First right of refusal on your ad space for the following year, ensuring if the next issue is sold to capacity you are guaranteed space.
- 6 free digital ads in GBCC email updates for all full-page or premium advertisers.

Secure your placement before space sells out to guarantee the best possible placement.

ADVERTISING AGREEMENT (PLEASE PRINT)

Date: _____

Company Name: _____ Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Billing Address (if different): _____

Company Name: _____

Address: _____

City/State/Zip: _____

LAST CALL FOR 2023 ADVERTISERS

AD SALES CLOSE DECEMBER 31, 2022

Ad Rates and Frequency:	Artwork Due Jan. 6, 2023
<input type="checkbox"/> Premium Inside Front Cover, Inside Back Cover & Back Cover ¹ Plus 6 free digital ads at no additional charge ²	\$2,450
<input type="checkbox"/> Full Page Plus 6 free digital ads at no additional charge ²	\$1,950
<input type="checkbox"/> Half Page (horizontal)	\$1075
<input type="checkbox"/> Half Page (vertical)	\$1075
<input type="checkbox"/> Quarter Page	\$845
<input type="checkbox"/> Eighth Page	\$595

¹ Premium advertisers have first right of refusal on this coveted high-value space for as long as they wish to continue advertising (though new rates may apply over time).

² Bonus digital ads should be submitted as a high-resolution ad as a JPG or PNG, preferably in horizontal 4"x 6" design, and must be used within the 2023 contract year.

GREATER BELOIT CHAMBER OF COMMERCE ANNUAL MEMBER DIRECTORY DIMENSIONS

All ads are premium (4-color). Ads may be submitted on CD, DVD, or Flash Drive as well as via email. Hard copy must be supplied with new ads. The software programs accepted are: Quark Xpress, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Publisher and Print Ready PDFs. Graphic and photo images should be a minimum of 300 dots per inch (DPI). TIFF and EPS are acceptable file formats. All full color files should be CMYK. All font and support files must be supplied.

Inside Front Cover, Inside Back Cover & Back Cover:8.5"w x 11"h; include 1/8" beyond for bleed
 Full Page:8.5"w x 11"h; include 1/8" beyond for bleed
 Half Page (horizontal):7.5"w x 4.875"h
 Half Page (vertical):3.5"w x 10"h
 Quarter Page:3.5"w x 4.875"h
 Eighth Page:3.5"w x 2.375"h

Please email this form to Laura Barten at laurabarten@gmail.com to complete your order.

Company Representative Signature: _____