



2012 ADVERTISING

CATALYST (quarterly distribution)

Reach the Greater Indianapolis Chamber of Commerce's nearly 4,000 member businesses through a full color, glossy magazine. It is sent to presidents, CEOs and/or upper management professionals each quarter.

Catalyst Magazine's focus is to educate and inform readers about the Chamber's vision to provide our members value through connecting, advocacy, savings and education. Each issue features expert advice, articles on local business issues and developments, tools and resources to help grow business and our community.

	<u>GOLD +</u>	<u>STANDARD</u>
Full Page	\$1,400	\$1,800
Half Page	\$900	\$1,200
Quarter Page	\$500	\$850
Business Card Size	\$300	\$600

MONDAY MORNING MEMO (weekly email distribution)

The Indy Chamber's Monday Morning Memo is the source for vital business and community news. Produced weekly, this newsletter is distributed to a growing subscription list of over 9,000 central Indiana business professionals. Monday Morning Memo highlights local public policy issues, legislative updates, business resources, savings opportunities, educational events and networking activities.

	<u>GOLD +</u>	<u>STANDARD</u>
Full Banner	\$600	\$800
Half Banner	\$400	\$600

INDY CHAMBER BLOG (monthly)

	<u>GOLD +</u>	<u>STANDARD</u>
Full Banner	\$200	\$400

INDY CHAMBER WEBSITE (monthly)

	<u>GOLD +</u>	<u>STANDARD</u>
Half Banner	\$500	\$800

CONTACT

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CATALYST: DEADLINES

	ADVERTISING CLOSES	ART DUE	DISTRIBUTION
Winter Edition	January 30	February 3	February 27
Spring Edition	April 30	May 4	May 21
Summer Edition	July 30	August 3	August 20
Fall Edition	October 22	October 26	November 11

CATALYST: AD SIZES

Quarter Page: 3.625" x 4.875"

Half Page: 7.5" x 4.875" or 3.625" x 10"

Full Page

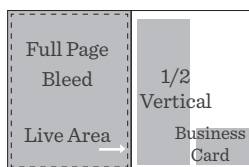
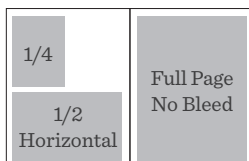
Trim Size: 8.5" x 11"

Full Page w/ bleed: 8.75" x 11.25"

Live Area: 8" x 10.5"

Full Page no bleed: 7.5" x 10"

Business Card: 3.625" x 2.5"



CATALYST: FILE REQUIREMENTS

- Catalyst accepts advertising in the following file formats: Illustrator (all text converted to outlines and images imbedded); Adobe Acrobat PDF (CMYK images and fonts imbedded); TIFF or JPEG.
- Image resolution must be no smaller than 300 dpi.
- All ads must be in CMYK format. RGB and Pantone are not accepted.
- All ads must be submitted in digital form. They can be supplied on CD or sent via email to ahunt@indylink.com.

ELECTRONIC ADVERTISING: SIZES & SPECIFICATIONS

Monday Morning Memo

Full Banner: 570 x 70

Half Banner: 285 x 70

IndyChamber.com

Half Banner: 479 x 109

- Monday Morning Memo accepts advertising in the following file formats: JPEG or GIF.
- All ads must be 570 x 70 pixels.
- File size must be under 75K.
- Image resolution must be 72 dpi.
- All ads must be in RGB format.
- Please supply the web or email address to which the ad should link.
- All ads must be submitted in digital form. They can be supplied on CD or sent via email to ahunt@indylink.com.