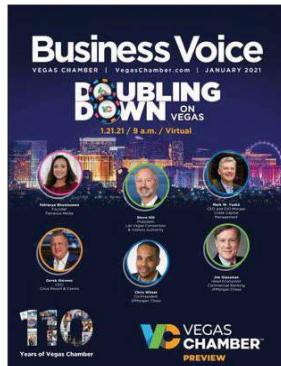
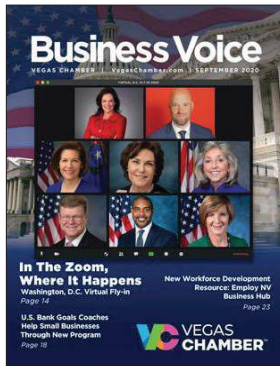


VEGAS CHAMBER MEDIA KIT & EDITORIAL CALENDAR



2021 TO JAN. 2022 BUSINESS VOICE EDITORIAL CALENDAR

Month	Feature
January	Preview Las Vegas - Doubling Down on Vegas & 110th Vegas Chamber Anniversary
February	2021 Legislative Session Priorities
March	Post-Pandemic Shutdown One Year Later: How Far Have We Come?
April	Partnerships from the Pandemic
May	Celebrating Small Business Month
June/July	National Public Safety Month
August	Back to School: Distance Learning One Year Later
September	LV in DC: Washington, D.C. Fly-In
October	Small Business Summit & Awards
November/December	Year-in-Review & Workforce Blueprint Update
January 2022	Preview Las Vegas 2022

Note: All topics and issues are subject to change based on current economic and business topics that might emerge.

For editorial information, contact Joyce Goedeke at:
Office: 702.586.3828 | Email: jgoedeke@vegaschamber.com

For advertising availability, contact Jose Valle at:
Office: 702.586.3854 | Email: jvalle@vegaschamber.com

MEDIA KIT | ADVERTISING

THE BUSINESS VOICE / RATE CARD

- Award-winning Business Voice is the Chamber's magazine, and is distributed to nearly 7,000 business professionals at least 10 times per year.
- Inside each issue, you'll find important business information, in-depth stories about business-relevant topics, news on local businesses, and profiles on some of the region's most influential people.
- Business-to-Business communication and resources
- Additional exposure on VegasChamber.com after publication for at least 12 months



CIRCULATION

Business Voice consists of minimum 10 issues per year and distributed to nearly 7,000 business professionals, strategic partners and digitally distributed to organizations.

Annual impressions: Approx. 47,900

Issues are produced as follows: January, February, March, April, May, June/July, August, September, October, November/December.

BILLING POLICIES

Payment in full due by submission date. Cancellation after space reservation deadline will be billed at 50 percent of ad rate.

DEADLINES

Ad space must be reserved by the 1st of the month prior to publication. Artwork is due by the 1st of the month prior to publication.

ELIGIBILITY

Members must be in good standing with the Vegas Chamber to be eligible to advertise in the *Business Voice*.

Non-members may advertise at a 15 percent premium. Eligible nonprofit organizations receive a 10 percent discount on advertising.

Production Requirements

DIGITAL FILES

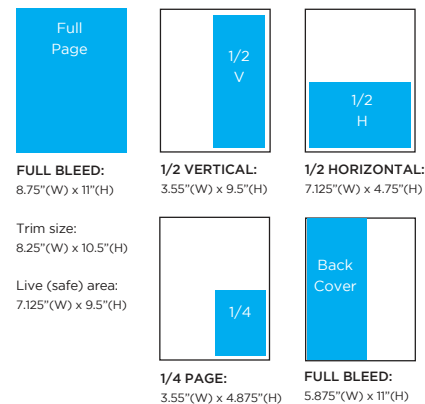
For best print quality, all digital materials must be compliant with the following specifications:

- **All artwork must either be 300 dpi or vector format**
- **Adobe Acrobat PDF** Generated for "Press." Embedded fonts, images converted to TIFF or EPS, no JPEG, color files in CMYK before conversion to PDF.
- The *Business Voice* is not responsible for color shifts due to conversions from RGB to CMYK. All ads and inserts are subject to publisher's approval.
- All fonts are required with a font report, when applicable, in a separate font folder, unless fonts have been converted to outlines.
- Hard-copy proofs are required with all submitted materials. We accept no responsibility for color discrepancy or missing links if a proof is not provided.
- Convert all custom spot, RGB or PMS colors to 4 color CMYK process.

E-mail files to: pweall@vegaschamber.com with **PUBLICATION, ISSUE DATE** and **CLIENT NAME** included.

AD RATES	1x	3x	6x	10x
Back Cover Four Color/Black & White Full Bleed Only	\$2,750	\$2,615	\$2,475	\$2,340
Inside Front Cover/ Inside Back Cover Four Color/Black & White Non Bleed and Full Bleed	\$2,500	\$2,375	\$2,250	\$2,175
Full Page Four Color/Black & White Non Bleed and Full Bleed	\$2,000	\$1,900	\$1,800	\$1,700
Half Page Four Color/Black & White Vertical or Horizontal	\$1,000	\$950	\$900	\$850
Quarter Page Four Color/Black & White	\$625	\$595	\$565	\$530

Ad rate discounts are at percentages of 5, 10 and 15 off the 1x rate. Prices subject to change.



Subject to change.

MEDIA KIT | DIGITAL ADVERTISING

VEGAS CHAMBER WEBSITE & E-NEWSLETTER RATE CARD

Advertising Type

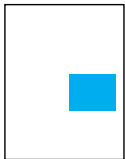
WEBSITE BANNER



- Size 728 px (W) x 90 px (H)
- Links directly to client-provided URL

Each page will be assigned a maximum of three (3) banner ads to display in rotation

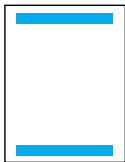
WEBSITE BOX



- Size 300 px (W) x 250 px (H)
- Links directly to client-provided URL

Each page will be assigned a maximum of three (3) banner ads to display in rotation

NEW! VEGAS CHAMBER EMAIL NEWSLETTER BANNER



- Size 728 px (W) x 90 px (H)
- Links directly to client-provided URL

VegasChamber.com

- Annual impressions: Approx. 299,900
- Average monthly impressions: Approx. 24,900
- 27 percent increase in New Users YOY May 2021
- 16 percent increase in Page Views YOY May 2021

ADDITIONAL SPECIFICATIONS AND REQUIREMENTS

- Standard format: **jpg or gif**
- Loading files from cross-domains is not permitted for security reasons.
- All creative is subject to approval.
- “Rich Media” ads are not permitted. This includes floating, expandable, tandem and sidekick advertisements.

For editorial information, contact Joyce Goedeke at 702.586.3828 or jgoedeke@vegaschamber.com for more information.
For advertising availability, contact Jose Valle at 702.586.3854 or jvalle@vegaschamber.com for more information.

FREQUENCY RATE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Website Banner	\$149	\$425	\$805	\$1,500
Website Box	\$119	\$340	\$645	\$1,215
Weekly E-Newsletter Top Banner	\$625	\$1,780	\$3,375	\$6,375
Weekly E-Newsletter Bottom Banner	\$400	\$1,140	\$2,160	\$4,080

Ad rate discounts are at percentages of 5, 10 and 15 off the 1x rate. Prices subject to change.