

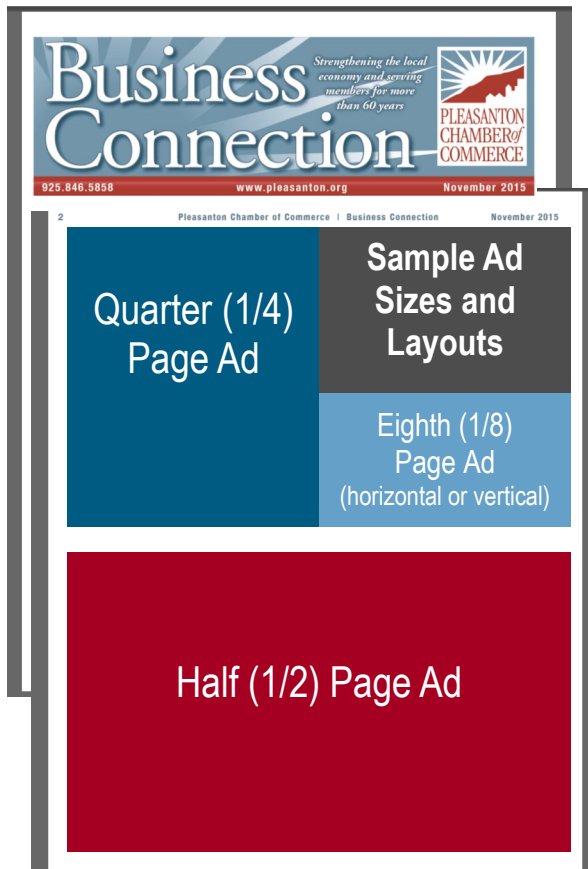


2016 MARKETING Opportunities For your Business



PRINT

The Chamber's **Business Connection** newsletter is a bi-monthly publication inserted into the Pleasanton Weekly on the first Friday of the odd-numbered months. With a reach of over 14,000 households and businesses, the Business Connection provides an ideal forum to reach more clients and to broaden your message.



Print Ad Price Per Issue
Half Page = \$375
Quarter Page = \$220
Eighth Page = \$125

ONLINE

The Chamber's **E-Business Connection** is an electronic newsletter sent to the entire membership on the first Tuesday of the even-numbered months. It features ribbon cuttings, spotlights on members, listings of new members and inside information from the CEO.



Online Ad Price Per Issue
Regular Size Ad = \$45
Small Size Ad = \$30

SPECIALS

Advertising throughout the year at a discounted price

Gold Package

5—Quarter Page Print Ads
6—Regular Size Online Ads
OR
3—Half Page Print Ads
6—Regular Size Online Ads

\$995

(regular price \$1,370)

Silver Package

5—Eighth Page Print Ads
6—Small Size Online Ads
OR
2—Quarter Page Print Ads
6—Regular Size Online Ads

\$595

(regular price \$805)

Frequency, flexibility and visibility.



2016 MARKETING

Opportunities For your Business



PRINT

ONLINE



Business Connection Print Newsletter

E-Business Connection Electronic Newsletter

- Issue March 4, ad due February 5
- Issue May 6, ad due April 8
- Issue July 1, ad due June 3
- Issue September 2, ad due August 5
- Issue November 4, ad due October 7

- Issue February 2, ad due January 25
- Issue April 5, ad due March 28
- Issue June 7, ad due May 31
- Issue August 2, ad due July 25
- Issue October 4, ad due September 26
- Issue December 6, ad due November 28

Actual Sizes (in inches)

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- Half Page—9.75 x 6.25
- Quarter Page—4.875 x 6.25
- Eighth Page—4.875 x 3.125 (horizontal)
- Eighth Page—6.25 x 2.438 (vertical)

- Regular Size Ad = 4.167 x 3.824
- Small Size Ad = 4.167 x 2.381

Please send ad as jpg

Size in pixels (at 72 dpi)

- Regular Size Ad = 300 x 275
- Small Size Ad = 300 x 171

Please send ad as jpg

MARKETING PLAN

SELECT YOUR MARKETING PLAN VIA EMAIL TO SUSIE@PLEASANTON.ORG OR COMPLETE BELOW.
PLEASE INDICATE AD SIZE, TYPE AND ISSUE DATE OR SELECT PACKAGE.

- 1/2 Page Print, \$375, Issue _____
- 1/4 Page Print, \$220, Issue _____
- 1/8 Page Vertical Print, \$125, Issue _____
- Gold Package, \$995, 11 issues
- Gold Package, \$995, 9 issues
- Regular Size Online, \$45, Issue _____
- Small Size Online, \$30, Issue _____
- 1/8 Page Horizontal Print, \$125, Issue _____
- Silver Package, \$595, 11 issues
- Silver Package, \$595, 8 issues

Contact Name _____ Company _____

Email Address _____ Phone Number _____

Payment Total \$ _____ Credit Card (Visa, MC, Amex, Disc) Check number _____

Credit Card # _____ Exp. date _____

CVC# _____ Name on Card _____

Billing Address _____ Signature _____