

DIGITAL, INTERACTIVE BUSINESS VOICE MAGAZINE

2022 EDITORIAL CALENDAR, RATES & SPECIFICATIONS

- Interactive table of contents - jump to any page
- Tap to read articles
- Searchable Member Directory with links
- Targeted social media distribution on multi-platforms
- Ads link directly to advertiser's website (URL must be provided by client)
- E-mailed to every member PLUS sent through all social media
- President's Club Members receive a 25% discount off ad rates

2022 EDITORIAL CALENDAR 12 ISSUES IN 2022



ISSUE

January
February
March
April
May
June
July
August
September
October
November
December
January 2023

FEATURE

Preview Las Vegas: Battle Re-born
Black History Month
Women's History Month
Rebooting Businesses
AAPI Heritage Month & Small Business Month
PRIDE Month, National Safety Month
2022 Election Endorsements
Southern Nevada Forum
LV in DC: Washington, D.C. Fly-In
Business of the Year
State of the Chamber/Board Installation is Coming
Year-in-Review
Preview Las Vegas 2023

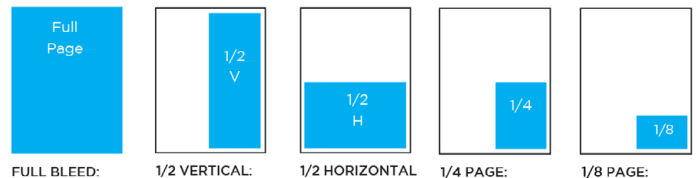
Note: All topics and issues are subject to change based on current economic and business topics that may emerge.

AD OPTIONS	1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
Your Logo on the Cover plus a full page ad inside magazine	\$2,750	N/A	N/A	N/A	N/A
Inside Front Cover/Page 3	\$2,500	\$2,375	\$2,250	\$2,175	\$1,900
Full Page	\$2,000	\$1,900	\$1,800	\$1,700	\$1,500
Half Page	\$1,000	\$950	\$900	\$850	\$750
1/4 Page	\$625	\$595	\$565	\$530	\$430
1/8 Page	\$195	-	-	-	-

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

AD SPECS

Full Page with Bleeds:	Image Area 7.5" x 10", Trim 8.375" x 10.75", Trim + Bleed 8.625" x 11"
Full Page (no bleed)	7.5" x 10"
1/2 Page - Horizontal	7.5" x 4.875"
1/2 Page - Vertical	3.625" x 10"
1/4 Page - Vertical	3.625" x 4.875"
1/8 Page	3.625" x 2.3125"



DEADLINES:

Ad space must be reserved and final artwork submitted by the 1st of the month prior to publication.

TO RESERVE YOUR SPOT, CONTACT
YOUR VEGAS CHAMBER MEMBERSHIP REPRESENTATIVE AT 702.641.5822.

VegasChamber.com is the place where professionals go to for business-to-business communication and resources. This is an exciting opportunity to set your business apart, get high visibility and target the local community!



Vegas Chamber Website

- **Page Views:** Approx. 323,000 (20% increase YOY)
- **Unique Page Views:** Approx. 276,000
- **Number of Sessions:** Approx. 189,000
- **New Users in 2021:** Approx. 133,000 (26% increase YOY)
(as of 12.31.21)

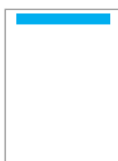
Ad Type	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Website Banner	\$149	\$140	\$135	\$130
Website Box	\$119	\$113	\$107	\$101
Weekly E-Newsletter Top Banner	\$625	\$594	\$562	\$531
Weekly E-Newsletter Bottom Banner	\$400	\$380	\$360	\$340

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

DIGITAL AD SPECS

WEBSITE BANNER

- Size 728 px (W) x 90 px (H)
- Links directly to client-provided URL
- Ads run in random rotation



WEBSITE BOX

- Size 300 px (W) x 250 px (H)
- Links directly to client-provided URL
- Ads run in random rotation



NEW! E-NEWSLETTER BANNER

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



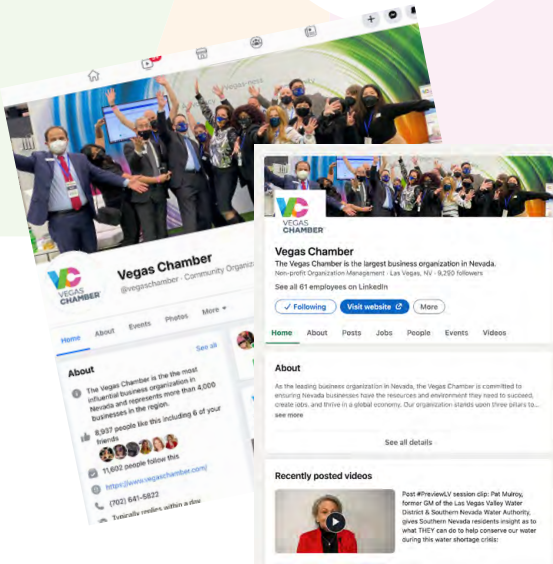
DIGITAL AD SPECS:

- 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 and tandem advertisements.

DEADLINES:

Art and URL must be submitted to the Vegas Chamber by the 1st of the month prior to ad run.

Vegas Chamber's lively social media platforms stay connected to our community and brings members together for events, topics, and programs. When you advertise with us your content extends to a large audience.



- Facebook Reach: increased by 249% YOY (Dec. 2021)
- LinkedIn Page Views: Views increased by 62% (2021)

**NEW!
SOCIAL
MEDIA
PACKAGES**

Vegas Chamber Facebook and/or LinkedIn Member-Sponsored Posts

1x Weekly Post (up to 4 in one month on each platform; subject to change)

1 Platform \$400/month; 2 Platforms \$750/month

Member provides final/ready-to-post copy within platform guidelines, graphics, hashtags, URL and preferred schedule for each platform; subject to review and approval by Vegas Chamber.

**DIGITAL
AD SPECS**
WEBSITE BANNER

- Size 728 px (W) x 90 px (H)
- Links directly to client-provided URL
- Ads run in random rotation


WEBSITE BOX

- Size 300 px (W) x 250 px (H)
- Links directly to client-provided URL
- Ads run in random rotation


DIGITAL AD SPECS:

- 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 and tandem advertisements.

DEADLINES:

Art and URL must be submitted to the Vegas Chamber by the 1st of the month prior to ad run.