

Waupaca Area Chamber of Commerce Newsletter Advertising Program

There are a number of options open to Waupaca Area Chamber of Commerce (WACC) members who want to get a message out to fellow business people.

- The Waupaca Area Chamber of Commerce maintains an up-to-the-minute **Membership List**, with addresses, contact people and phone numbers, which is free to any WACC member in good standing. (Non-members may purchase the list for \$200.) **Printed mailing labels** are \$15 for members, \$215 for non-members.
- **Newsletter Advertising:** Member businesses may place ads in our monthly newsletter on a one-time-only, quarterly, semi-annual or annual basis. Prices are based on ad size and the number of times it appears in the newsletter.

Camera-ready copy or ads in Quark, .jpg, .bmp, .pdf, or .tif formats are preferred. We can export other file formats and/or assist with ad design for an **additional fee** of \$25 for file export (i.e. changing your Publisher ad into a format we can use) or a pre-quoted ad design fee.

- **Newsletter Inserts:** Member businesses may run 8-1/2" x 11" single sheet inserts in the WACC newsletter. Since the newsletter is sent by *bulk mail*, 500 **identical** inserts will be needed. The cost for this service is \$125. *Your insert will be included in the e-mail newsletter at no additional charge.*
- The **deadline** for getting ads and inserts to the Chamber office is the 15th of the month preceding newsletter publication, ie. Jan.15 for inclusion in the February newsletter.

AD SIZE	FOR 12 Consecutive Months	FOR 6 Consecutive Months	FOR 3 Consecutive Months	OPEN RATE (One-time Insertion)
Full page 6-1/2" x 9"	\$65/month	\$80/month	\$90/month	\$100/month
Half Page 6-1/2" x 4-1/2"	\$40/month	\$45/month	\$50/month	\$55/month
1/4 Page 3-1/4" x 4-1/2"	\$22/month	\$25/month	\$28/month	\$30/month
1/8 Page (Business Card Size) 3-1/4" x 2-1/4"	\$12/month	\$15/month	\$18/month	\$24/month

For Office Use Only

Billing Option: Monthly Quarterly Semi-Annually Annually

Date Received: _____ Amount _____ Cash/Check # _____

Prices effective 01/01/2008. (01/01/2008) chamber/advertising/newsletter/newsletter ad sheet_2008

FULL PAGE = 6 ½ in. by 9 in.

HALF PAGE = 6 ½ in. by 4 ½ in.

**EIGHTH PAGE = 3 ¼ in. by 2 ¼ in.
(BUSINESS CARD SIZE)**

QUARTER PAGE = 3 ¼ in. by 4 ½ in.