



# WELLINGTON AREA CHAMBER OF COMMERCE

## 2024 MEDIA KIT

*“The magazine all about and for Wellington”*



*Local. Relevant. Diverse. Engaging.*



## A HIGH-QUALITY PRINT AND DIGITAL PUBLICATION

*providing valuable content that both reflects and enhances the Wellington business community.*

The magazine this year will reach every Wellington household (5,474), every Wellington business (228), and all Wellington Chamber members, plus key stakeholders and community decision makers. Offering the best of Wellington, all in one place.

*Wellington* will connect you with locals, provide relevant to-date content, and is the place to showcase your business, product or service.

Our editorial lineup will include: All That's New, Featured Businesses, Wellington History, Not to Miss, Year Round Events and much much more!



**PUBLICATION DATE:** Second Quarter 2024

**SPACE DEADLINE:** April 12th

**BOOK EARLY FOR BEST PLACEMENT!**

*Act Now!*  
**WELLINGTON**

Contact: Dawn Wiggett or Kristie Melendez  
(970) 686-5808

[k.melendez@easychairmedia.com](mailto:k.melendez@easychairmedia.com)



*Local. Relevant. Diverse. Engaging.*

**THE WELLINGTON AREA CHAMBER OF COMMERCE** provides this annual publication as an advertising tool for our business members. Not a Chamber Member? Ask about our member combo package.

*Marketing is about connecting the right message with the right audience at the right time!  
Don't miss out on making your connection with this annual print and digital marketing opportunity.*



## **DID YOU KNOW?**

When consumers know that a business is a member of a Chamber of Commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.

Print provides a broader more lasting customer experience and allows for deeper levels of engagement than digital media. The sensations of touch and feel is an experience the reader loses out on when they receive nothing but a message on a computer screen.

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## TARGETED VISITOR AND BUSINESS MAGAZINE FOR WELLINGTON

*“GfK Panel Services, a global research group that studies return on investment across ad mediums, found that 44% of people who remembered a magazine ad later took action on that ad.”*



### PRINT DISTRIBUTION

**Every home in Wellington!**

5,474 Mailed to every household in Wellington plus 228 Wellington businesses and to every Wellington Area Chamber Member. Additional copies will be available at the Chamber office.



### COMMUNITY REACH

Reach Wellington influencers and key stakeholders in the community.



### INFLUENTIAL DISTRIBUTION

This magazine will grab the attention of CEO's, and business owners, as well as groups that influence and affect the buying trends in the market.



### READERSHIP

**20,000+** annual readers with one full year of shelf life.



### REACHING VISITORS IN PRINT & ONLINE

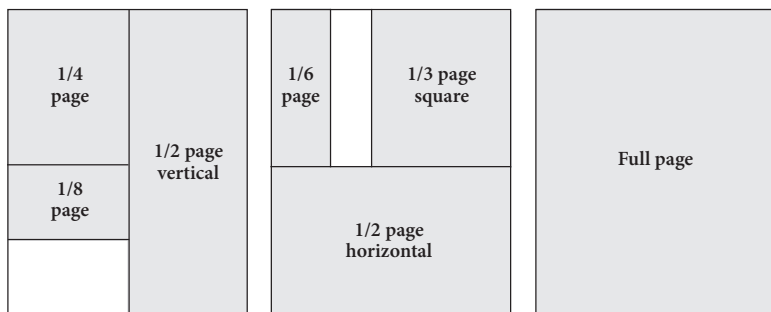
A publication that visitors and those new to town will want to have as a resource to know what's here and where to go.

# RATE CARD



Ad Size W x H (inches)	Member Price	Non-Member
Map-Locator Dot	\$199	
Map-Locator Dot with ad Purchase	\$79	
Specialty Ad 2.5 x 1.875	\$399	\$499
Eighth Page 3.612 x 2.25	\$599	\$799
Quarter 3.612 x 4.8	\$899	\$1099
Half Vertical 3.612 x 9.75	\$1599	\$1899
Half Horizontal 7.38 x 4.75	\$1599	\$1899
Full page, no bleed 7.38 x 9.87	\$1999	\$2399
Full page with bleed	\$1999	\$2399

Trim size 8.25 x 10.75 with a .25" bleed on all sides.  
Final file size is 8.75 x 11.25



- **Premium space on pages 2, 3, 5, and back covers add 10%**
- **Add 10% for special placement requests**
- All ad packages include: digital online companion ad with FREE live links
- **Need ad design?** We can create a professional ad for \$125 (This includes up to 2 hours of ad design time)



*Early Bird Special thru March 15th!*

## ADVERTISING SPECIFICATIONS

All camera-ready ads must be submitted in PDF format —

No Exceptions! This is necessary so that they are compatible with our digital conversion process.

NOTE: Saving as a PDF with www. does not guarantee the ad will automatically convert to a live link. The PDF must have searchable text blocks.

### PDF

- Color mode: CMYK
- Resolution: 300 dpi at 100% size
- Embedded photos: CMYK, 300 dpi
- Convert all colors to CMYK. No RGB or spot colors.
- Do not use crop or registration marks.
- All fonts must be embedded



### FILE SUBMISSION

Email ad files to ad coordinator Alysa Sanzari-Hall at [alysa.easychairmedia@gmail.com](mailto:alysa.easychairmedia@gmail.com). Please indicate "Wellington" and the business/client name in subject field. For files over 4 megabytes, contact your ad representative for submission instructions.

## PRODUCTION FEES

Rates are for press-ready ads or ads that have been previously designed (pick-up ads). A \$70/hr. fee for custom design is charged on all others and ads that need any changes.

WE'D LIKE YOUR AD TO PRINT BEAUTIFULLY, so no Publisher or Word files are acceptable.

Following are some common ad issues to avoid: ► Incorrect file type ► Incorrect dimensions

► Low resolution images or files ► Use of spot colors or the incorrect color space.

Please check your ad for these errors prior to submission, or contact our ad coordinator for help.

Email Alysa Sanzari-Hall at [alysa.easychairmedia@gmail.com](mailto:alysa.easychairmedia@gmail.com)

## ADD A QR CODE FOR \$49

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# NEXT STEPS



## 1 AD COORDINATION

Once you have signed a contract, an ad coordinator will email you within 7 to 10 business days to provide you with:

- Ad specs and your ad deadline if you are providing a print-ready ad.
- The process for getting your artwork, logos, content and photos to us for ad design.

Contact your sales associate if you need help developing a concept or advice about your ad or ad copy.

## NEED HELP WITH YOUR AD COPY OR AD DESIGN?

We can help with professional design and writing services for only \$70/hr.

## 2 PROOFING

Your ad coordinator will e-mail a low-res PDF proof of your ad for review and approval. Please get back to them with your approval or minor change(s) within the specified time frame.

Note: If the ad requires a complete redesign and/or you go beyond the hours of the ad package you've purchased you will be charged additionally once notified of reaching your time limit.

## 3 PHOTOGRAPHY

If you would like a photo for your ad, we can arrange a session with one of our professional photographers. There is an additional charge and it will vary according to your specifications and location.



**DID YOU KNOW?** When customers know a business is a member of its local chamber, there is a 49% increase in its consumer favorability rating, a 73% increase in consumer awareness, a 68% increase in business reputation (trust), and an 80% increase in the likelihood that consumers will patronize the business in the future.



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# ADDITIONAL PRODUCTS AND SERVICES

Need a trusted source to take your marketing to the next level?

We offer 11 areas of service with an unbeatable team of experts and extremely competitive pricing!

- 1 **PRINT PRODUCTS**  
Business Cards to Tri-Fold Brochures and beyond...
- 2 **BRANDING**  
Message Strategy & Logo Development
- 3 **DIRECT MAIL**  
Postcard Campaigns
- 4 **EMAIL MARKETING**  
Newsletter Creation and Management
- 5 **SOCIAL MEDIA**  
Blogs, Facebook, Twitter, Content Development
- 6 **MOBILE**  
Apps & Mobile Responsive Design
- 7 **WEBSITE**  
Development, Content Management, SEO
- 8 **CUSTOM PUBLISHING**  
Magazines, Booklets, Annual Reports
- 9 **PUBLIC RELATIONS**  
Press Releases & Promotion
- 10 **PROMOTIONAL PRODUCTS**  
Pens, Mugs, Totes, Banners and more...
- 11 **MARKETING**  
Plans and Consultation

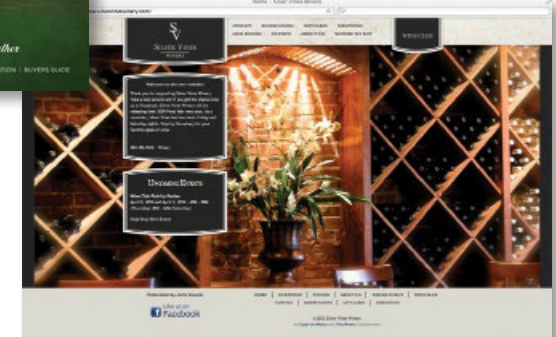
## SOCIAL MEDIA



## PRINT



## WEBSITE



## BRANDING



## PUBLISHING

## MOBILE

