



2011 GMCC Business Beat Magazine Advertising Rates

Business Beat is the popular business magazine published monthly by GMCC. Distributed to our members, *Business Beat* highlights GMCC members, membership benefits, upcoming events, public policy and economic development news with lively feature stories, articles, columns and photos.

Business Beat is distributed electronically to greater Madison area business owners, managers, principals, decision makers and their colleagues, providing exclusive information and insight on the business community. *Business Beat* readers have an intelligence advantage over their competition.

Business Beat provides advertisers with an effective combination of appealing editorial content and an attentive business audience. Advertising opportunities are a benefit of GMCC membership and are available only to our members.

Size	2x or more	1x
Full page 7.25" X 9.875"	\$525	\$625
2/3 page 4.75" X 9.875	\$365	\$435
1/3 page Vertical 2.25" X 9.875	\$195	\$235
1/3 page Horizontal 4.75" X 4.75"	\$195	\$235
Business Card 3.5" X 2"	\$ 60	\$ 75

Note: Gold and Silver Level members receive additional discounts. Ask for details.

- Full page ads – Trim is 8.125" x 10.75" with 1/8" bleed.
- Frequency discounts are earned by using three or more insertions within a 12-month period
- All rates are net
- Format: "TIF", Illustrator ".EPS" or ".PDF" files with fonts embedded. PDF files with fonts embedded are preferred
- Resolution/line screen: 300 dpi
- Color: CMYK (4-color process)

Ad Submission Guidelines

All ads submitted for Business Beat must follow these specifications:

1. Saving your ad:

- Full page ads – Trim is 8.125" x 10.75" with 1/8" bleed
- Format: ".JPG" or ".TIF", Illustrator ".EPS" or ".PDF" files with fonts embedded. PDF files with fonts embedded are preferred.
- Resolution/line screen: 300 dpi
- Color: CMYK (4-color process)

2. Sending Your Ad:

- If file size is under 10 MB – email artwork to GMCC Communications and Marketing Manager Jessica Burda at:
jburda@greatermadisonchamber.com

Please use "Business Beat – Your Company Name" in subject line.

If file size is over 10 MB – burn artwork to CD, print hard copy and mail both to:

GMCC – Business Beat
Attn: Jessica Burda
615 East Washington Avenue
Madison, WI 53703

APPROVAL and COMPANY INFORMATION

Ad purchased: _____ Total: \$ _____
Ad size/orientation # of months

Company Name _____

Contact _____

Signature _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

E-mail _____

Credit Card # _____

Master Card or Visa _____ Exp Date _____

Name on Card _____

For more information and to reserve ad space

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