

THE GREATER MONCTON CHAMBER OF COMMERCE
LA CHAMBRE DE COMMERCE DU GRAND MONCTON

CHAMBERVISION

DE LA CHAMBRE



The Voice of the Business Community Since 1891
La voix de la communauté d'affaires depuis 1891.



The Reader

Chamber Vision is the official membership magazine of the Greater Moncton Chamber of Commerce. A key resource for business executives in Greater Moncton, *Chamber Vision* is a comprehensive quarterly magazine that proudly represents business owners and operators, providing a forum for the important discussions we all face. The magazine voices the issues that matter to Chamber members and the business community, while profiling influential businesses and the teams that make them successful.

Distribution

Chamber Vision is published 4 times a year. Each issue has a distribution of 4,600 copies. Copies are sent to every business in the Greater Moncton area. The remaining are sent to the Moncton Chamber of Commerce and read by Chamber members and key decision makers.

Editorial

Each issue of *Chamber Vision* showcases relevant and exciting editorial information—updates on the Chamber and its members, expert analysis, industry trends and news that matters to the Greater Moncton business community. Our team of experienced editors, journalists and photographers works with the Chamber, providing a solid foundation for editorial excellence and winning several Atlantic Journalism Awards for our newsstand publications *East Coast Living* and *Halifax Magazine*.

In each issue you will find:

- ▶ **CEO'S MESSAGE:**
An update on Chamber news and activities from Greater Moncton Chamber of Commerce CEO Carol O'Reilly.
- ▶ **NEWCOMER'S CORNER:** Profiling top local business owners who are making a mark in Greater Moncton's economy.
- ▶ **FEATURES:** Journalists from the Greater Moncton area do an in-depth exploration of the topics that matter to the city's business community, with a different focus in each issue.
- ▶ **MEMBERS IN THE NEWS:** Chamber members update readers on their latest awards, personnel changes, special events and more.
- ▶ **CITY NEWS:** The latest updates from Moncton, Dieppe and Riverview on issues affecting business in the regions.

Magazines are #1 in ROI

Studies from Canada and around the world prove that, dollar-for-dollar, magazines deliver more bang for the media buck. Magazine advertising efficiently motivates readers to buy.

A lasting message

The average magazine issue is read over several reading occasions: 3.2 reading occasions per reader. The result is that your ad has the potential to be noticed, read and remembered, time and time again.

Print Advertising Rates

Four Colour Ad Sizes	1x	4x
Outside back cover	\$1,630	\$1,395
Inside front / back cover	1,525	1,250
Double page spread	2,000	1,775
Full Page	1,200	1,000
2/3 Page	900	795
1/2 Page	775	655
1/3 Page	560	475
1/6 Page	375	315

Preferred position add 15%. Multi-page buys upon request. Rates are net.

Inserts	1x	4x
Complete distribution (4,600)	\$910	\$720
Chamber membership (800)	575	405

Print Advertising Requirements

- Preferred file format for supplied ads is press quality pdf (PDF/X-1a).
- Supplied ads may also be sent as native files. Preferred programs include Quark, Indesign, Illustrator and Photoshop. We cannot accept MS Word files. Include all fonts and image files. Please supply a jpeg or PDF proof for comparison.
- All colours must be CMYK. Images must be 300 dpi at 100% printed size.
- Files under 5MB can be sent by email. Larger files should be submitted via our FTP site or sent on a cd. Contact us for more information.

2014/15 At A Glance

	Ads Close	Material Due	Distribution Date
Winter 2014	October 21/14	October 29/14	November 28/14
Spring 2015	February 6/15	February 16/15	March 16/15
Summer 2015	May 8/15	May 18/15	June 15/15
Fall 2015	August 7/15	August 17/15	September 14/15
Winter 2015	November 6/15	November 16/15	December 14/15

Ad Production

Metro Guide Publishing is pleased to offer ad design and production services, if required, at a nominal rate of \$60/hr.



As one of Atlantic Canada's leading publishing houses, Metro Guide Publishing produces 20 publications, reaching 3,000,000 readers in eight market sectors—tourism, business, homes, lifestyle, arts & culture, energy, entertainment and shipping & transportation.

Full page
(no bleed)
7" x 10"

Trim size
8.1875" x 10.75"

Bleeds
(+ 1/4" on all 4 sides)

Double-page spread
(no bleed)
15" x 10"

Spread with bleeds
(+ 1/4" on all 4 sides)
16.375" x 10.75"

Leave 1/2" from all edges and 1"
in centre for the gutter as a safe area
(no text or important info)

1/6 pg V
2.25 x 4.875"

2/3 pg vertical
4.625" x 10"

1/3 pg V
2.25 x 10"

1/2 pg horizontal
7" x 4.875"

1/2 pg V
4.625" x 7.5"

1/3 pg square
4.625" x 4.875"

1/6 pg horiz.
4.625" x 2.25"

1/3 banner
7" x 3"

Contact

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