



The Greater Springfield Chamber of Commerce

Springfield Business Journal BOGO* Advertising Offer for new Members

Businesses or organizations that join The Greater Springfield Chamber of Commerce (GSCC) are eligible to receive one complimentary color advertisement in the *Springfield Business Journal*, when advertising of equal or greater value is purchased.

Springfield Business Journal is a monthly business-to-business publication serving central Illinois since 1996. The primary market area includes Springfield, Jacksonville, and the surrounding communities. Regular features include new business openings and listings of major firms active in all areas of commerce, compiled in the annual Book of Lists. Subscriptions to the *Business Journal* are available online at www.springfieldbusinessjournal.com.

How it Works

After joining The Chamber, contact the *Springfield Business Journal* to discuss The Chamber BOGO and develop a schedule that works best for your business. This is a use-it-or lose it offer – advertising must be placed within 3 months of your join date.

Term of Eligibility

A list of businesses eligible for this offer is provided by GSCC to *Springfield Business Journal* on a monthly basis. Your company must be on this list to take advantage of this offer.

Exclusions and Options

This BOGO advertising offer is available only once to a business and may not be used for advertising already booked or under contract, nor political advertising of any kind. This certificate has no cash value, is non-transferable and may not be used toward current or past due balances with *Springfield Business Journal*.

Discounted rates available to GSCC members. See reverse for more details.

*Buy one get one.

Schedule your ad today! 217/726-6600
info@springfieldbusinessjournal.com



Beth Irwin 217-679-7803 Yolanda Bell 217-679-7802 Ron Young 217-679-7807 Haley Jackson 217-679-7804

Print Advertising Rates

DISPLAY RATES:

size & frequency

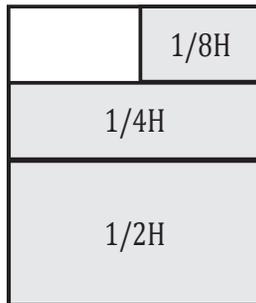
	12x	6x	3x	Open Rate
2 page spread	\$1,550	\$1,800	\$2,000	\$2,200
Full page	\$970	\$1,125	\$1,275	\$1,375
1/2 island	\$770	\$950	\$1,025	\$1,075
1/2	\$600	\$750	\$800	\$875
1/4	\$450	\$500	\$550	\$600
1/8	\$300	\$350	\$400	\$450

GSCC members reduce rates above by 15 percent.



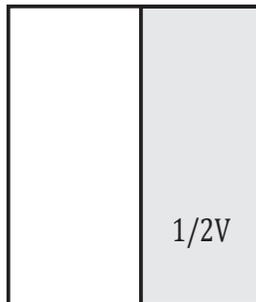
Horizontal Ad Sizes

1/2H..... w 7.25" x h 4.69"
 1/4 H..... w 7.25" x h 2.28"
 1/8 H..... w 3.56" x h 2.28"



Vertical Ad Sizes

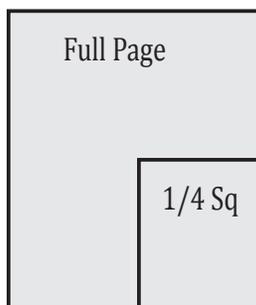
1/2 V..... w 3.56" x h 9.5"



Square Ad Sizes

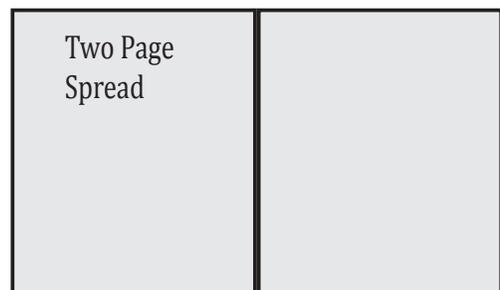
1/4 S..... w 3.56" x h 4.69"
 Full Page..... w 7.4" x h 9.8"

Full Page with bleed
 Live area..... 7.4" x 9.8"
 Trim size..... 8.25" x 10.5"
 Bleed size..... 8.75" x 11"



Two Page Spread

Live area..... 15.675" x 9.8"
 Trim size..... 17.375" x 10.5"
 Bleed size..... 17.875" x 11"



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