

# THE GREATER SCRANTON CHAMBER of COMMERCE

## *For Members Only Newsbriefs Advertising*

Advertising pays for itself! Through improved visibility in the business community, your company can experience increased sales of products and services. Now you can reach over 3,000 community and business leaders by placing your ad in *Newsbriefs*, the Chamber's award winning bimonthly newsletter.

E-mail your advertisement (see artwork file and size requirements below) to Chamber communications director Scott J. Weiland, M.S. at [sweiland@scrantonchamber.com](mailto:sweiland@scrantonchamber.com). Camera ready artwork can be mailed to 222 Mulberry Street, P.O. Box 431, Scranton, PA 18501-0431.

Call 570.342.7711 or e-mail to reserve your space today! The Chamber encourages you to call upon our members when purchasing goods and services.

### For Members Only Advertising Guidelines

1. Advertising opportunities are for members in good standing of the Chamber.
2. A nonrefundable deposit of 50% of the total cost of your ad is required upon booking your ad space. The remaining balance of 50% is payable upon copy deadline. Advertising contracts for all ads must be received prior to copy deadline. If payments are not received when due, the Chamber reserves the right to remove the ad.
3. Frequency discounts are available at a 15% discount for three advance bookings and a 20% discount for six bookings. A nonrefundable deposit of 50% of the total cost of ad space reserved is required upon booking. The 50% balance must be paid upon copy deadline of the first of the three or six ads to be placed.

If payment is not received when due, you will forfeit the appearance of your ad in your first reserved issue of *Newsbriefs*. Once balance is paid in full, ads will appear in remaining reserved issues.

4. Ads should be e-mailed as .eps files or .tif files at 300 dpi, and should be sized according to the ad space reserved. High resolution artwork must be submitted prior to the first day of the month of the issue (for e.g. November/December copy must be submitted by November first). The Chamber offers two-color ads at no additional charge: **PMS 201 U** and **black**. Two color ads must be supplied as .eps files with fonts converted to curves. No bleeds will be accepted.

The Chamber provides a desktop/layout design service at an additional fee. Requests and ad copy must be received no later than two weeks prior to deadline. Ads that are received via U.S. mail will be assessed a desktop fee.

5. All ads are subject to approval. The Chamber reserves the right to refuse any advertisement that does not meet editorial guidelines.
6. Placement of ads is random. The advertiser may not select placement.
7. Advertisements are generally not be placed in the March/April issue, the Chamber's annual Program of Work edition. The Chamber reserves the right to run ads in this edition or postpone running ads until the next edition, which is July/August.
8. Acceptance of advertising material for publication is not a product/service endorsement by the Chamber.

**SEE ATTACHMENTS FOR SAMPLE AD SIZES & PRICING! Reserve your space today!**