

RATE SHEET

The Edmonton Chamber of Commerce annual Directory is your convenient hard copy connection to our country's most robust business environment – Edmonton and the North.

As the Edmonton region prepares for another period of economic growth, it is crucial local business be aware of the services and people available to help combat imminent labour shortages. This year's directory, an invaluable resource used year-round for the past 32 years by thousands of decision makers, will highlight Edmonton as a Great Northern City, the region's diverse workforce, and examples of successful programs and services provided by employers, agencies, the City and your Chamber to create a robust all-inclusive labour market.

Networks features company profiles, display advertising and current listings including key contacts for over 9000 business chamber members from across Edmonton, northern Alberta and BC and the 3 northern territories. It is distributed to business and community leaders throughout the North including Edmonton, northern Alberta, BC and Saskatchewan, our three northern territories and more!

Take this unique opportunity to promote your company, organization or community to thousands of business and community leaders, employees and tourists. Ad space is available in the front feature section or next to your main category listing.

General Advertising Rates – Full Colour (Business Directory section)

(Ad adjacent to specific product or service categories)

Double Page	\$4,870	1/3 Page	\$1,695
Full Page	\$3,230	1/4 Page	\$1,295
3/4 Page	\$2,895	1/8 Page	\$695
2/3 Page	\$2,715	Business Card	\$560
1/2 Page	\$2,275	* All rates plus GST	

Front Position Advertising – Full Colour (includes bleed)

Every year the membership and business directory is produced with a specific theme to promote chamber members, our capital city, and the northern partners. Join us this year as we investigate our incredibly diverse workforce and how it, if used to its full potential, will help to avoid another labour shortage as **Edmonton Grows**. Get connected to thousands of potential customers, partners and employees by advertising in this special section.

Full Page	\$3,725	8 1/8" W x 10 1/2" D *
1/2 Page	\$2,625	Horiz. 8 1/8" W x 5" D *; Vert. 4" W x 10 1/2" D *
1/3 Page Banner	\$1,995	8 1/8" W x 3 1/4" D *
1/4 Page Banner	\$1,495	8 1/8" W x 2 1/2" D *
1/8 Page Banner	\$795	8 1/8" W x 1 5/16" D *

Covers

Outside Full Page	\$4,975	8 1/8" W x 10 1/2" D *
Inside Full Page	\$4,300	8 1/8" W x 10 1/2" D *

* all sizes are full bleed trim sizes. Ensure to add 1/8" image size for bleed on all sides

All prices include full colour, extra categories and/or red bold listings and taglines, and ad production work.

Listings include:

- every Edmonton Chamber member alphabetically by corporation name and by product/service category.
- every member of the following 18 northern WTCE partners and chambers by product/service category:
Athabasca, Fort McMurray, Grande Prairie, Peace River, Slave Lake, St Paul, Yellowknife, Hay River, Fort Simpson, NWT Region, Dawson City, Whitehorse, Yukon Region, Norman Wells, Baffin Region, Dawson Creek, Prince George and Prince Rupert BC.

Circulation

Complimentary copies of the Membership & Business Directory are delivered to all Edmonton Chamber businesses, to businesses in the northern partnering communities, all Alberta Chambers, key government leaders, corporate executives in key industries, World Trade Centres, business development professionals, trade commissioners, major Canadian chambers, embassies, and business travelers to the Edmonton area.

It is estimated that an advertisement in the Membership & Business Directory will be read more than 100,000 times during the course of a year.

Minimum circulation is 15,000 copies. Additional advertising support this year will warrant an increase in circulation for the purpose of further encouraging and promoting business within the city and with Northern communities.

Mechanical Requirements

Printed offset, sheetfed, coated paper and cover stock, perfect bound.

Type page	7 5/8" wide x 10" deep
Trim size	8 1/8" wide x 10 1/2" deep
Full Page Bleed	8 3/8" wide x 10 3/4" deep (includes 1/8" bleed beyond trim size)
Double page bleed	16 3/8" wide x 10 5/8" deep
Column width	1 5/8" - 4 columns per page

Ad Copy & Artwork

Files may be provided by email (rboyce@edmontonchamber.com), FTP (upload details will be provided upon request) or on disk (CD/DVD).

Press-quality PDF files preferred, 300 dpi, CMYK, all fonts embedded.

Other export formats are supported: EPS, TIFF (300 dpi minimum, CMYK).

If unable to provide PDF, EPS or TIFF, native files from many current major Desktop Publishing programs supported, subject to file review.

General Ad Sizes (Business Directory section)

UNIT	WIDE"	DEEP"	UNIT	WIDE"	DEEP"
Bus. Card	3 3/4	1 3/8	1/3p V	3 3/4	6 3/4
1/8p V	1 3/4	4 3/4	1/2p V	3 3/4	10
1/8p H	3 3/4	2 1/4	1/2p H	7 5/8	4 7/8
1/4p R	3 3/4	4 5/8	2/3p V	5 5/8	9
1/4p V	1 3/4	10	3/4p V	5 5/8	10
1/4p H	7 5/8	2 1/4	3/4p H	7 5/8	7 1/2
1/3p R	5 5/8	4 1/2	Full Page	7 5/8	10
1/3p H	7 5/8	3 1/4			

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Ad Booking Deadline: Aug 25, 2011
Ad Copy Deadline: Aug 30, 2011

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