



The Voice electronic magazine is a full color "ezine" distributed to over **3,000** email addresses **four times per year**. Each issue of **The Voice** contains relevant articles, member news, photographs of chamber events and more! All ads include a **FREE hyperlink to your website**. The ezine provides a fun reading experience that looks and behaves like a printed magazine including pages that flip.

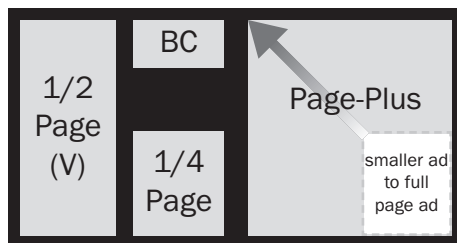
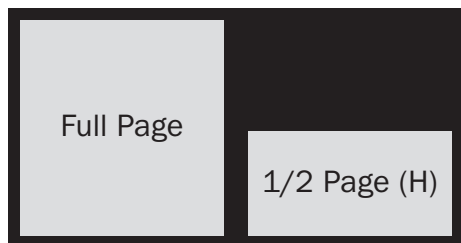
the Voice Advertising Rates & Specifications

1.

Magazine Ads	Dimensions	Per Issue(s)	4 Consecutive	SUBTOTAL
Business Card Size	3.5"w x 2"h	\$ 85.00	\$ 300.00	
1/4 Page	3.5"w x 4.5"h	\$ 135.00	\$ 500.00	
1/2 Page (H)	7.5"w x 4.5"h	\$ 250.00	\$ 900.00	
1/2 Page (V)	3.5"w x 9.5"h	\$ 250.00	\$ 900.00	
Full Page	7"w x 9.5"h	\$ 395.00	\$ 1,200.00	

Special Ad Placements	Description	Per Issue(s)	4 Consecutive	SUBTOTAL
Left of Cover (1 available)	Place an ad on the desktop to the left of the cover.	\$ 500.00	\$ 1,500.00	
Desktop (1 available)	Place an ad on the background behind and surrounding the magazine.	\$ 500.00	\$ 1,500.00	
Tool Bar Banner (2 available)	Place an ad on the toolbar to the left or right of the magazine.	\$ 500.00	\$ 1,500.00	
Belly Band (1 available)	Place a 1/2 page insert in the magazine.	\$ 200.00	\$ 600.00	

Electronic Ad Enhancements	Description	One-time Set Up Fee	SUBTOTAL
Email Generator	Viewer can click to open an email box addressed to you for a direct response	\$ 75.00	
Coupon Generator	Viewer can click to produce a "print at home" coupon	\$ 75.00	
Page-Plus	Your 1/4 page ad grows to a full page ad when the viewer clicks on it	\$ 195.00	
Ad-Jolt	Add action or motion to your ad's graphics	\$ 195.00	
Audio	Add sound to your ad	\$ 195.00	
Video or Flash	Add a short video clip to your ad	\$ 195.00	
TOTAL			



CHESTER COUNTY CHAMBER
of Business & Industry
- Chamber of Influence -

Editorial Calendar

Every Issue as Applicable

- Announcements
Committees, Awards, Programs
- Up-coming Events
- Government Affairs
- Reminders

Jan/Feb/Mar

Ad & Article deadline: December 10th

- Annual Review / Year in Review
- Chamber's Goals
- Sales Strategies for the Year Ahead

Apr/May/June

Ad & Article deadline: March 10th

- Weddings/Family Gathering suggestions
- Networking Advice
- Coaching Tips

July/Aug/Sept

Ad & Article deadline: June 10th

- Vacation Suggestions/Tips and Advice
- IT Consulting Tips (summer can be slow... consider ship-shaping your office/IT needs)

Oct/Nov/Dec

Ad & Article deadline: September 10th

- Marketing Strategies for the Year Ahead
- Holiday Stress Tips
- Winter Preparation Tips (Heating/Plumbing/Vehicle Preparation)
- Tax Preparation/Financial Advice/Wealth Management

Questions regarding ad specifications
or for article submission?

Contact Linda Ridpath,
Marketing & Communications Manager
at 610-725-9100 or lridpath@cccbi.org.

Reserve your ad space today!
Submission requirements &
authorization form on reverse.

the Voice Additional Specifications

SOURCE FILES

300 dpi pdf file (actual size) is preferred. Contact us if you have questions.

RICH MEDIA FILES

Audio:

1. Please send audio files embedded in a Flash document. We also accept: .mp3 or .wav files.
2. .mp3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz or 96kHz.

Animation:

1. Please supply animation as Flash 8 or earlier files. We will need .swf AND .fla files supplied.
2. We do not support animations created using SWiSH.
3. Make sure there is no white space around the edge of the Flash animation.
4. Set the Flash file to a frame rate of 24 fps.
5. For animations that shouldn't loop, please ActionScript it as such.
6. Avoid any ActionScript that can affect the Nxtbook engine, such as the _parent layer of the animation, _level0 and _root references, or global functions like setTimeout.
7. Animations used on the Nxtbook pages need to be created for display at the maximum zoom size. The normal maximum zoom size is 950 pixels wide, but if the maximum zoom size is made larger or smaller, we will then provide different dimension for the Flash animations accordingly.
8. Animations created for the intro page, opposite the cover, should be made at 852x1050 pixels or dimensions that are proportional.
9. There should be no links in the animations we are given. We will create the links so they can be tracked.
10. There is no file size limit on animations, but for loading purposes, the files should be as small as possible.
11. Images should be set to lossless compression instead of photo compression.
12. Filenames for Flash animation files (SWFs) should not include special characters such as brackets, question marks, quotes, commas, etc. Underscore characters are ok to use.

Video:

1. Please send Video files as an .flv or .avi file. We also accept Windows Media Player, Real Video or QuickTime formats.
2. When sending QuickTime video files, please avoid using these video codecs: Intel Indeo Video and SoftDV. The recommended video codecs for QuickTime are Uncompressed Video, Sorenson Video 1, 2, and 3, and Motion JPEG A and B.
3. When sending QuickTime video files, please avoid using the IMA 4:1 audio codec. The recommended audio codecs for QuickTime are Uncompressed Audio, ALaw 2:1, and ADPCM.
4. When sending .avi files, avoid using the Intel Indeo video codec.



Questions regarding ad specifications or for article submission?

Contact **Linda Ridpath**,
Marketing & Communications Manager
610-725-9100 or
lridpath@cccbi.org

Payment & contract must accompany the ad reservation to be confirmed.
Ad deadline is **3 weeks prior** to distribution of each issue of the Ezine.



CHESTER COUNTY CHAMBER
of Business & Industry
- Chamber of Influence -

1600 Paoli Pike
Malvern, PA 19355
(p) 610-725-9100 • (f) 610-725-8479
www.cccbi.org

Credit Card Authorization Form

YES, we want to reserve advertising space in *the Voice* ezine (electronic magazine).

1. Indicate advertising selections on reverse side.
2. Complete information below.
3. Fax both pages to the Chester County Chamber of Business & Industry: **610-725-8479**.

2. Contact Name: _____ E-mail: _____

Company Name: _____ URL (website): _____

Enclosed is my check in the amount of \$ _____ made payable to CCCBI

Please charge \$ _____ to my (circle one) VISA / MC / Discover / AMEX

Card #: _____ Exp.: _____

Name on Card: _____

Address _____

City _____ State _____ Zip _____

Phone: _____ E-mail for Receipt: _____

I authorize the charge on the above credit card for the advertising indicated in the amount of \$ _____.

X Signature: _____ Date: _____