

Valparaiso magazine

The Magazine of the Greater Valparaiso Chamber of Commerce

219.462.1105 for more information

VALPARAISO MAGAZINE is a unique, personal, and colorful news and information source about people, businesses and lifestyle activities in the Valparaiso, Indiana area.

Locally focused, written and produced, the magazine is published quarterly and circulates 17,000 complimentary copies per issue by direct mail to about 3,000 businesses and, on a rotating basis, to 13,000-14,000** households in the 46383, 46384 and 46385 zip codes. Copies are also distributed to local motels and inns, coffee shops and restaurants, office waiting rooms, real estate offices, hair salons and the county airport.



2008-09 Advertising Deadlines

Issue	Deadline
July/Summer 08	June 6, 2008
Oct/Fall 08	Sept 5, 2008
Jan/Winter 09	Dec 5, 2008
Apr/Spring 09	Mar 6, 2009

Mechanical Ad Dimensions

Full Page	7.917"X10.25" vertical
Half Page	3.625"X10.437" vertical 7.917" X 5" horizontal
Quarter Page	3.875" X 5" vertical 7.917" X 2.45" horizontal
Eighth Page	1.937" X 4.9" vertical 3.875" X 2.45" horizontal

Advertising submission guidelines for artwork are available upon request. If you are unable to design your own camera-ready ad, we recommend the following Valpo Chamber members who can do so for a fee:

AC Inc.
Barnes Design Group
Catalyst Marketing Innovations
Devarj Ad Agency
Foster Printing
Greatwhitegraphics, inc.
Griffin Marketing Services, Inc.
Grossbauer Group
Home Mountain Printing
Jackson Vision
Morse and Company Advertising Communications

Display Ad Size (4-color)	Per Issue	Member Discounted	Per Issue	Member Discounted
	1 X Ad Rate	Per Issue	4 X Ad Rate	Per issue
Back Cover, full page	\$3150	\$2625	\$2675	\$2225
Cover, IF or IB	\$2525	\$2100	\$2150	\$1775
Back Cover, half page	\$2075	\$1750	\$1775	\$1475
Cover, half page, IF or IB	\$1575	\$1325	\$1325	\$1100
Full Page	\$2275	\$1900	\$1925	\$1600
Half Page	\$1475	\$1225	\$1275	\$1050
Quarter Page	\$1025	\$850	\$850	\$725
Eighth Page	\$700	\$575	\$575	\$475
Display Ad Size (2-color* or BW)				
Full Page	\$2050	\$1700	\$1725	\$1450
Half Page	\$1275	\$1050	\$1075	\$900
Quarter Page	\$850	\$700	\$725	\$600
Eighth Page	\$575	\$475	\$475	\$400

*Two color is black plus color of choice or two colors

Business Spotlight	\$275	\$200	\$250	\$175
---------------------------	--------------	--------------	--------------	--------------

Includes contact info (business name, address, phone number), logo and 20-word description of your services, business, or product.

In fairness to all, ads are randomly positioned with consideration to rotating ads from front to back and back to front. The Chamber reserves the right to refuse any advertisement. Advertisers and advertising agencies are liable for all content of advertisements, including copy, representation and illustrations. Advertising costs are invoiced per issue, net due in 30 days.

**DISTRIBUTION OF MAGAZINE

14,000 residents x 2.27 = 31,780 impressions
+3,000 business/others = 3000 impressions
33,780 TOTAL IMPRESSIONS