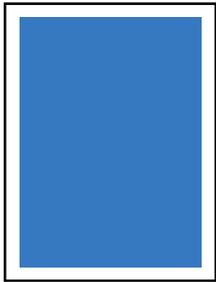


# PROGRESS

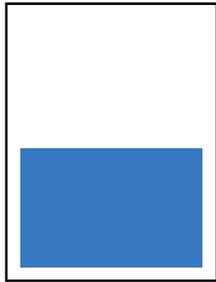
## Modesto Chamber of Commerce 2016-17 RATE CARD

Progress Magazine is the official business publication of the Modesto Chamber of Commerce. This is a full-color glossy magazine is directly mailed to 2,500 chamber members, area businesses, and key decision makers.

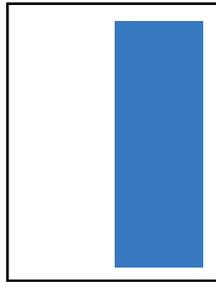
### Ad Sizes:



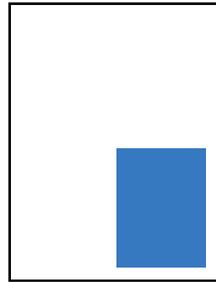
Full Page  
7.75" w x 10.25" h no bleed  
8.75" w x 11.25" h live area



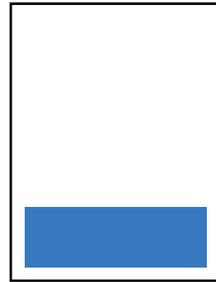
1/2 Page  
Horizontal  
7.75" w x 5" h



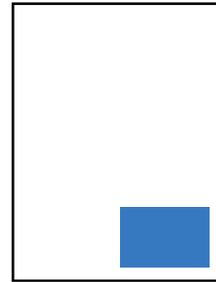
1/2 Page  
Vertical  
3.75" w x 10.25" h



1/4 Page  
3.75" w x 5" h



1/4 Page  
7.75" w x 2.375" h



1/8 Page  
3.75" w x 2.375" h

AD RATES: All prices are per month (non-member rates in parenthesis)

### STANDARD ADS

	1x		6x		12x	
	Member	Non-member	Member	Non-member	Member	Non-member
Full Page	\$1430	(\$1600)	\$1265	(\$1520)	\$1200	(\$1450)
1/2 Page	\$805	(\$975)	\$765	(\$920)	\$690	(\$825)
1/4 Page	\$430	(\$520)	\$400	(\$480)	\$370	(\$445)
1/8 Page	\$225	(\$285)	\$200	(\$245)	\$175	(\$180)
1/12 Page	---	---	\$150	---	---	---

### SPECIALTY ADS

Full Page Back Cover	\$1855	(\$2320)
Full Page Inside Front/Back Cover	\$1560	(\$1950)
1/2 Page Inside Front/Back Cover horizontal	\$900	(\$1125)

### INSERTS

\$700 (\$845)

Advertiser must supply 2,500, 8.5"x11", single page-2oz, printed inserts, to be inserted into Progress. Based on prior approval, irregular or odd size, subject to additional costs. Projected mailing falls within the first week of each month, however mailing timelines are not guaranteed. It is recommended that all time-sensitive materials be inserted or advertised starting the month prior to the date of event. Never Boring Design cannot be liable for final delivery date.

### STITCHED INSERTS

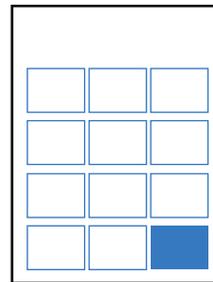
One Sided 7.5" x 4.8"	\$1595	(\$1990)
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### CENTERFOLDS

	1x		6x		12x	
	Member	Non-member	Member	Non-member	Member	Non-member
Inside F/B Cover (2pgs)	\$2885	(\$3300)	\$2470	(\$2780)	\$2215	(\$2525)
Inside F/B Cover (3pgs)	\$3915	(\$4480)	\$3400	(\$3810)	\$3040	(\$3450)
Center Spread (2pgs)	\$2885	(\$3300)	\$2470	(\$2780)	\$2215	(\$2525)
Center Spread (3pgs)	\$3915	(\$4480)	\$3400	(\$3810)	\$3040	(\$3450)
Center Spread (4pgs)	\$4945	(\$5560)	\$4325	(\$4900)	\$3860	(\$4375)

### ARTWORK SPECIFICATIONS:

Please supply artwork in one of the sizes listed above in a **CMYK PDF format** with all fonts, pictures and links embedded into the file. A flattened PDF is preferred. No Word documents, please. File must be at least 300 dpi. Ad quality can only be guaranteed if artwork is supplied as requested. Ad accuracy can only be guaranteed if a paper copy is provided. Artwork can be supplied on CD to Never Boring Associates - 1016 Fourteenth Street, Modesto, CA 95354 or emailed to [progress@neverboring.com](mailto:progress@neverboring.com). If you have any questions contact at 209.526.9136.



1/12 Page  
3.4375" w x 2" h

### SPECIAL NEW MEMBER SECTION

A new part of the Progress magazine that provides **new members** the opportunity to advertise for a period of time at a reduced rate.  
\*Section runs only with 6 participant and 6 month minimum.

### DEMOGRAPHICS

**DISTRIBUTION:**  
2,500 issues are mailed out to members and business leaders in the Modesto Area

**IMPRESSIONS:**  
Over 7,500 monthly impressions

**READERS:**  
Business owners  
Business managers  
Government Leaders  
Active in the community  
Community decision makers  
Participants in community outreach and clubs

