



2021 PROGRESS EDITORIAL CALENDAR

EDITORIAL FOCUS AND SPECIAL TOPICS

Month	Focus and Topics	Advertising Deadline
JANUARY	Manufacturing & Industry A sector of change and growth	December 16th
FEBRUARY	Healthcare & Women in Business Wellness and Empowerment	January 15th
MARCH	Yearly Gala Recap Annual Gala and Membership awards	February 15th
APRIL	Financial & Banking The changes in banking and financial services	March 15th
MAY	Agriculture & Farming Ag business still key to this area	April 16th
JUNE	Hospitality & Tourism Driving visitors to the Central Valley	May 14th
JULY	Non profit & Community Service Organizations The business of providing with passion	June 14th
AUGUST	Real Estate & Construction Building and expansion in the region	July 16th
SEPTEMBER	Education & Leadership The resources for a well-trained workforce	August 16th
OCTOBER	Local Government & Elections Expanding influence and leading change	September 15th
NOVEMBER	Technology & Innovation Innovation for the future	October 15th
DECEMBER	2021 Economic Forecast A look at the year ahead	November 15th

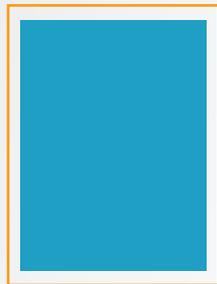
*Editorial Calendar is subject to change.

MODESTO CHAMBER OF COMMERCE Progress

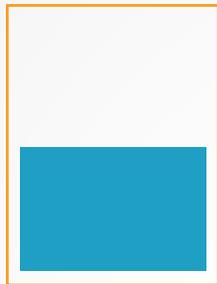
MODESTO CHAMBER OF COMMERCE ADVERTISING RATE CARD | 2021

Progress Magazine is the official business publication of the Modesto Chamber of Commerce. This is a full-color glossy magazine that is directly mailed to 2,000 chamber members, area businesses, and key decision makers

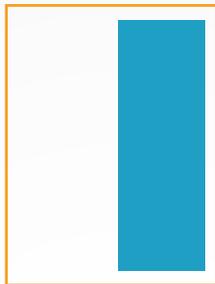
AD SIZES



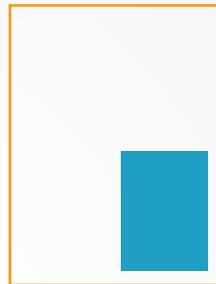
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w/ bleed
8.75"w x 11.25"h



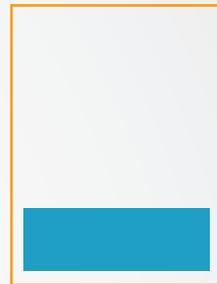
Half Page
7.4"w x 4.90"h



Half Page Vertical
3.6"w x 10.0"h



Quarter Page
Vertical
3.6"w x 4.90"h



Quarter Page
Horizontal
7.4"w x 2.28"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)

PREMIUM ADS

	Member	Non-member
Full Page Back Cover	\$1855	(\$2320)
Full Page Inside Back/Front Cover	\$1560	(\$1950)

INSERTS

	\$700	(\$845)
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Advertiser must supply 2,000, 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. MNC of CA cannot be liable for final delivery date.

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.

DEMOGRAPHICS

DISTRIBUTION

2,000 issues are mailed out to members and business leaders in the Modesto Area.

IMPRESSIONS

Over 10,000 monthly impressions.

READERS

Business owners, business managers, government leaders active in the community, community decision makers, participants in community outreach and clubs.



MODESTO PROGRESS SALES OFFICES
Manteca 249-3500 • Turlock 634-9141 • Oakdale 847-3021