



# 2021 PROGRESS EDITORIAL CALENDAR

EDITORIAL FOCUS AND SPECIAL TOPICS

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

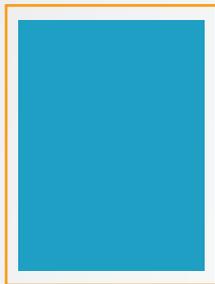
\*Editorial Calendar is subject to change.

# MODESTO CHAMBER OF COMMERCE Progress

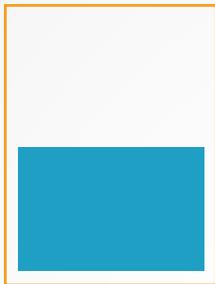
## MODESTO CHAMBER OF COMMERCE ADVERTISING RATE CARD | 2021

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

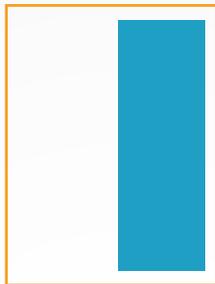
### AD SIZES



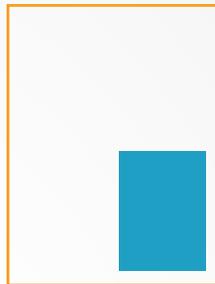
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w/ bleed  
8.75"w x 11.25"h



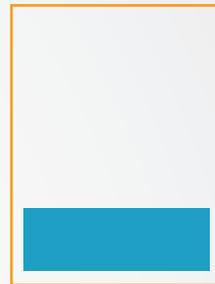
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7.4"w x 4.90"h



Half Page Vertical  
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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

	Member	Non-member
	\$700	(\$845)

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