

2022 PROGRESS EDITORIAL CALENDAR

EDITORIAL FOCUS AND SPECIAL TOPICS



Month	Focus and Topics	Advertising Deadline
JANUARY	Manufacturing & Industry	December 15th
FEBRUARY	Hospitality & Tourism	January 14th
MARCH	Real Estate/Development & ACAA Soiree	February 18th
APRIL	Local Government & Leadership	March 18th
MAY	Public Service & Environmental Sustainability	April 15th
JUNE	Agriculture & Farming	May 20th
JULY	Healthcare & Local Resources	June 17th
AUGUST	Tech & Innovation	July 15th
SEPTEMBER	Business & Economics	August 19th
OCTOBER	Community Service & Election Season	September 16th
NOVEMBER	Education, Arts & Culture	October 14th
DECEMBER	Education & Annual Review	November 18th

*Editorial Calendar is subject to change.

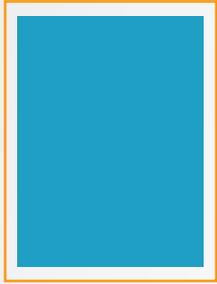
MODESTO CHAMBER OF COMMERCE Progress

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

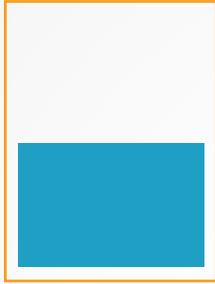
MODESTO CHAMBER OF COMMERCE
ADVERTISING RATE CARD | 2022



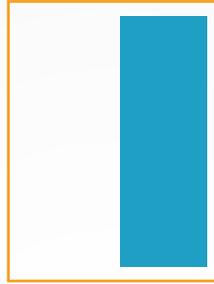
AD SIZES



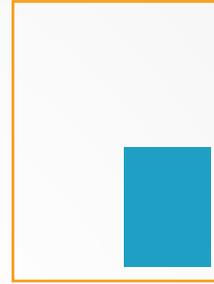
Full Page
8" w x 10.5" h
w/ bleed
8.75" w x 11.25" h



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

	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