

SASKATOON'S BUSINESS MAGAZINE

**BUSINESS**

**VOICE**

2018 Rate Card

Published by:

***theChamber***

GREATER SASKATOON CHAMBER OF COMMERCE

[www.saskatoonchamber.com](http://www.saskatoonchamber.com)

Formerly known as:  
**BusinessVIEW**

# cham·ber of com·merce

noun

noun: **Chamber of Commerce**; plural noun: **Chambers of Commerce**; noun **C. of C.**

A local association to Promote and Protect the interests of the business community in a particular place.

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## BACKGROUND

### About the Chamber

The Chamber is an independent non-profit, membership-based organization that is not a part of the city, the government, or any other group. We are the Voice of Business in our community, and work to promote Saskatoon's economy, businesses, entrepreneurs, all while advocating for positive business policies locally and provincially. We are connected to our counterparts at the Saskatchewan Chamber of Commerce, Canadian Chamber of Commerce, and even internationally to be the gateway to our city and also the hub of the community for information and advocacy. The Chamber Movement is about connections – join us and be a part of the network.

### History of the Greater Saskatoon Chamber of Commerce

The Chamber has been part of the Saskatoon business environment since 1903, when a group of individuals organized in the spirit of creating a better business climate in what was then a rapidly growing city. Knowing that strong businesses were (and are) job creators and the backbone of a vibrant community, the Chamber, driven by its committed membership of business professionals, tackled issues and built strong relationships with community, educational, business and governmental organizations. These strong ties continue to this day, making the Greater Saskatoon Chamber of Commerce a strong institution that spearheads real, positive change for our 1,500 entrepreneur and business members.

### Publication History

The Chamber has published a newsletter for most of its 115 year history, originally starting as a short correspondence piece, and more recently rebranding it as “BusinessView” in 2002, and expanding to a full-colour glossy magazine with wider public distribution in 2008. Our latest rebranding to “Business Voice” solidifies the magazine as the flagship publication of the Greater Saskatoon Chamber of Commerce, with current stories about members, issues affecting the business community and updates on the Chamber's activities, with an expanded format and bold new look.

### Editorial Vision

Business Voice seeks to tell our member's stories, promoting a positive business news environment and stories of local success missing in mainstream media. We lend a business lens to the news happening in our community, and look to provide a voice to our members concerns. We seek to educate, inform, and also entertain Saskatoon business owners who are invested in what happens in our city.

### Why Advertise in Business Voice?

Connect with influential Chamber Members and non-members alike and leverage the Chamber's status in the community as a leader for business issues. The public sees the Chamber, and those connected with our organization, as a preferred choice for consumer needs – 63% of people are more likely to do business with a Chamber Member than a non-members (source: Shapiro Group study for the ACCE). Advertising rates are an excellent value and proceeds help to serve the mission of the Chamber to build a community that is a preferred choice to live, work, and build a business. Distribution of the Business Voice includes one poly-bagged issue (to allow for inserts) to each Chamber representative in our network, a direct mailed copy to every business in the city, copies in the departure lounge at the airport and available at all Chamber events totaling over 9000 copies per issue.

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104-202 4<sup>th</sup> Avenue North  
Saskatoon, SK S7K 0K1  
[www.saskatoonchamber.com](http://www.saskatoonchamber.com)

Contact:  
**Kendra Cruson**  
Phone: 306-664-0702  
Email: [kendra@saskatoonchamber.com](mailto:kendra@saskatoonchamber.com)

# AT A GLANCE

## Upcoming Issues

March/April 2018

Hospitality • Beer, Wine & Spirits • Entrepreneurship

May/June 2018

Manufacturing • Human Resource Management • SABEX Highlights

July/August 2018

Agriculture • Technology

September/October 2018

Indigenous Business • Small Business Week

November/December 2018

Retail • Business Improvement Districts • Sales & Marketing

January/February 2019

Health • Workplace Wellness

March/April 2019

Travel & Tourism • Arts & Culture

## "Members In The News" and Editorial Requests

Please contact:

**Kendra Cruson, VP Business Development**

Phone: 306-664-0702



## Closing Dates

Issue: March/April 2018

**Booking deadline: February 1, 2018**

**Ad material due: February 6, 2018**

**Distribution date: March 5, 2018**

Issue: May/June 2018

**Booking deadline: April 5, 2018**

**Ad material due: April 10, 2018**

**Distribution date: May 4, 2018**

Issue: July/August 2018

**Booking deadline: May 31, 2018**

**Ad material due: June 5, 2018**

**Distribution date: July 5, 2018**

Issue: September/October 2018

**Booking deadline: August 2, 2018**

**Ad material due: August 7, 2018**

**Distribution date: September 3, 2018**

Issue: November/December 2018

**Booking deadline: October 4, 2018**

**Ad material due: October 9, 2018**

**Distribution date: November 2, 2018**

Issue: January/February 2019

**Booking deadline: December 6, 2018**

**Ad material due: December 11, 2018**

**Distribution date: January 4, 2019**

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Contact:



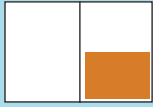



**Kendra Cruson**

Phone: 306-664-0702

Email: [kendra@saskatoonchamber.com](mailto:kendra@saskatoonchamber.com)

# ADVERTISING RATES

## BUNDLE RATES:

Business Voice Magazine Unit	Business Voice Magazine Dimensions	1X	3X	6X
1/6 Page 	Vertical: 2.25"w X 4.87"h Horizontal: 4.75"w X 2.37"h	\$ 580	\$ 525	\$ 460
1/3 Page 	Vertical: 2.25"w X 9.87"h Horizontal: 7.25"w X 3"h Square: 4.75"w X 4.87"h	\$ 900	\$ 810	\$ 720
1/2 Page 	7.25"w X 4.87"h	\$1,225	\$1,100	\$ 980
2/3 Page 	4.75"w X 9.87"h	\$1,470	\$1,325	\$1,175
Full Page 	Ad Size: 8.5"w X 11"h Bleed: 9"w X 11.5"h Non-bleed: 7.25"w X 9.87"h	\$1,750	\$1,575	\$1,400
Inside Covers	Ad Size: 8.5"w X 11"h Bleed: 9"w X 11.5"h Non-bleed: 7.25"w X 9.87"h	\$2,250	\$2,025	\$1,800
Outside Back Cover	Ad Size: 8.5"w X 11"h Bleed: 9"w X 11.5"h	\$2,550	\$2,295	\$2,040
Double Page Spread 	Ad Size: 17"w X 11"h Bleed: 17.5"w X 11.5"h	\$2,960	\$2,660	\$2,360
Advertorial (camera ready)		\$1,500	\$1,400	\$1,300
Advertorial (includes writing / photos *)		\$2,000	\$1,800	\$1,600
Advertorial Double Page Spread (includes writing / photos *)		\$3,250	\$2,925	\$2,600

\*client receives copy of the photo(s)

Ad Design - flat rate 1/6 page \$250\* or 1/3 page \$295\* Additional ad sizes by quote. Contact: Fancy - ryan@thisisfancy.com  
\*flat rate includes 1 change

Ad placement in the Business Voice requires a Chamber membership, please contact Vice President of Business Development, Kendra Cruson at kendra@saskatoonchamber.com or 306-664-0702 for membership inquiries.

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# ORDER SHEET

- March/April 2018 (*Book by: Feb 1 - Ad by Feb 6*)       September/October 2018 (*Book by: Aug 2 - Ad by Aug 7*)  
 May/June 2018 (*Book by: April 5 - Ad by April 10*)       November/December 2018 (*Book by: Oct 4 - Ad by Oct 9*)  
 July/August 2018 (*Book by: May 31 - Ad by June 5*)       January/February 2019 (*Book by: Dec 6 - Ad by Dec 11*)

## Ad Sizes and Rates:

- 1/6 Page:  Vertical: 2.25"w X 4.87"h or  Horizontal: 4.75"w X 2.37"h  
1/3 Page:  Vertical: 2.25"w X 9.87"h or  Horizontal: 7.25"w X 3"h or  Square: 4.75"w X 4.87"h  
1/2 Page:  Horizontal: 4.75"w X 4.87"h  
2/3 Page:  Vertical: 4.75"w X 9.87"h  
 Full Page (Ad Size: 8.5"w X 11"h; Bleed: 9"w X 11.5"h; Non-Bleed: 7.25"w X 9.987"h)  
 Inside Covers (Ad Size: 8.5"w X 11"h; Bleed: 9"w X 11.5"h; Non-Bleed: 7.25"w X 9.987"h)  
 Outside Back Cover (Ad Size: 8.5"w X 11"h; Bleed: 9"w X 11.5"h)  
 Double Page Spread (Ad Size: 17"w X 11"h; Bleed: 17.5"w X 11.5"h)  
 Advertorial (camera ready)  
 Advertorial (includes writing/photos)  
 Advertorial Double Page Spread (includes writing/photos)

**Artwork:**  
Print-ready pdf or jpg  
CMYK color  
300 dpi  
provided by client

## Insert Rate: *(for inserts into the magazine mailed to member businesses only - 2100 copies to be provided by client)*

- \$600 per insert (one sheet 8.5" x 11" or smaller)  
For larger inserts or samples please contact: kevin@saskatoonchamber.com

Name: \_\_\_\_\_

Chamber Member: \_\_\_\_\_

Address: \_\_\_\_\_

City / Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Cost: \$ \_\_\_\_\_ + 5% GST \$ \_\_\_\_\_ = \$ \_\_\_\_\_

\_\_\_\_\_  
Date

\_\_\_\_\_  
Authorized Signature

Please scan and email this agreement form to:  
businessvoice@saskatoonchamber.com  
or fax (306) 244-8366

Send artwork and materials to:  
businessvoice@saskatoonchamber.com

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