

SASKATOON'S BUSINESS MAGAZINE

**BUSINESS**

**VOICE**

## 2020 Rate Card

effective January 1, 2020

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 Committed to Promote and Protect the interests of the business community in a particular place.*

## BACKGROUND

### About the Chamber

The Chamber is a non-profit, membership-based organization independent of government funding. 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, provincially and federally. We are connected to our counterparts at the Saskatchewan Chamber of Commerce, Canadian Chamber of Commerce, and internationally in order 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 8000 copies per issue.

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110-345 4<sup>th</sup> Avenue South  
Saskatoon, SK S7K 1N3  
www.saskatoonchamber.com

Phone: 306-244-2151  
Email: [bv@saskatoonchamber.com](mailto:bv@saskatoonchamber.com)

# AT A GLANCE

## Upcoming Issues

**March/April 2020**

Leaving a Legacy • Education

**May/June 2020**

Energy • Clean Solutions

**July/August 2020**

SABEX Highlights

**September/October 2020**

Small Business Week • Entrepreneurship

**November/December 2020**

Work Force Development • City Life

**January/February 2021**

Agriculture • Technology

## "Members In The News" and Editorial Requests

Please contact:

Phone: 306-244-2151

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



## Closing Dates

**Issue: March/April 2020**

Booking deadline: January 31, 2020

Ad material due: February 5, 2020

Distribution date: March 2, 2020

**Issue: May/June 2020**

Booking deadline: April 3, 2020

Ad material due: April 8, 2020

Distribution date: May 4, 2020

**Issue: July/August 2020**

Booking deadline: June 5, 2020

Ad material due: June 10, 2020

Distribution date: July 6, 2020

**Issue: September/October 2020**

Booking deadline: August 7, 2020

Ad material due: August 11, 2020

Distribution date: September 3, 2020

**Issue: November/December 2020**

Booking deadline: October 2, 2020

Ad material due: October 6, 2020

Distribution date: November 4, 2020

**Issue: January/February 2021**

Booking deadline: December 4, 2020

Ad material due: December 8, 2020

Distribution date: January 6, 2021

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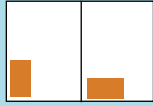
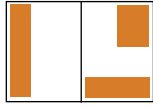
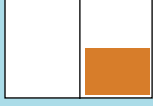



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# ADVERTISING RATES

## 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	\$ 610	\$ 580	\$ 490
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	\$ 945	\$ 850	\$ 765
1/2 Page 	7.25"w X 4.87"h	\$1,310	\$1,180	\$1,065
2/3 Page 	4.75"w X 9.87"h	\$1,540	\$1,390	\$1,250
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	\$1,870	\$1,685	\$1,510
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	\$2,390	\$2,150	\$1,935
Outside Back Cover	Ad Size: 8.5"w X 11"h Bleed: 9"w X 11.5"h	\$2,730	\$2,455	\$2,210
Double Page Spread 	Ad Size: 17"w X 11"h Bleed: 17.5"w X 11.5"h	\$3,350	\$3,015	\$2,710
Advertorial (300-400 words, 1 photo and logo)		\$1,800	\$1,620	\$1,450
Advertorial (includes writing / photos *)		\$2,500	\$2,250	\$2,025
Advertorial Double Page Spread (includes writing / photos *)		\$3,570	\$3,210	\$2,890

\*client receives copy of the photo(s)

Business Voice Pricing is on average 50% less than comparable Saskatoon based publications and available exclusively to Chamber Members.

Ad placement in the Business Voice requires a Chamber membership, please contact Kendra Cruson, VP of Operations at: [kendra@saskatoonchamber.com](mailto:kendra@saskatoonchamber.com) or 306-664-0702 for membership inquiries.

# ORDER SHEET

**Issue:** (Please note booking and creative submission deadlines)

- |  |   |
|--|---|
| <input type="checkbox"/> March/April 2020 (Book by: Feb 3 - Ad by Feb 6)   | <input type="checkbox"/> September/October 2020 (Book by: Aug 7 - Ad by Aug 11) |
| <input type="checkbox"/> May/June 2020 (Book by: April 6 - Ad by April 9)  | <input type="checkbox"/> November/December 2020 (Book by: Oct 2 - Ad by Oct 6)  |
| <input type="checkbox"/> July/August 2020 (Book by: June 1 - Ad by June 4) | <input type="checkbox"/> January/February 2021 (Book by: Dec 4 - Ad by Dec 8)   |

## 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: 7.25"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

**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: [kendra@saskatoonchamber.com](mailto:kendra@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:  
[admin@saskatoonchamber.com](mailto:admin@saskatoonchamber.com)

Send artwork and materials to:  
[admin@saskatoonchamber.com](mailto:admin@saskatoonchamber.com)

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