



THE CHARTER

A MADISON CHAMBER OF COMMERCE MAGAZINE

Community Profile
Membership Events

Media Kit
2008

www.THECHARTERMAGAZINE.com



THE CHARTER

A MADISON CHAMBER OF COMMERCE MAGAZINE

The Charter magazine is a review of the community's economics, business developments, member-related events, and community activities. The Charter is a "must read" quarterly publication for Madison professionals.

IN EVERY ISSUE

Community Profile
Membership Events
Business Development Articles
Event Calender
Chamber Directors Information
City Officials Information

ADVERTISING SPECIFICATIONS

Publication Size - Trim Size: 8.5" x 11" , Live Area- 7.375" x 9.875"

Ad Construction

- For full page ads, the bleed color or images must extend 1/8" beyond the trim size. All text and images must be at least 1/4" inside trim size (live area). All other ads do not bleed.
- All color must be CMYK (process color)-no spot pantone.
- All images, artwork and fonts must be High Resolution: 300dpi (dots per inch).
- All ads must be built to exact ad dimensions.
- The client assumes all responsibility for supplied files that fail to output properly. We cannot guarantee a perfect color match.

File Formats

All ads will be accepted in the following formats: Photoshop (PSD, TIFF), Illustrator (EPS), and Adobe PDF and JPEG. (Other formats such as Word or Publisher will not be accepted).

PDF is the preferred file format for submission. To make sure the construction of the file is correct please follow instructions to insure correct output. All high-resolution images and fonts must be embedded in the PDF.

TIFF, EPS, JPEG must be saved to maximum quality. All fonts need to be converted to outlines. All files must be flattened.

Charter Ad Build Prices- TVAP will build a business building ad for the following price:

| | |
|--------------|-------|
| Full Page | \$115 |
| 2/3 Page | \$115 |
| 1/2 Page | \$75 |
| 1/3 Page | \$75 |
| 1/6 Page | \$75 |
| Market Place | \$45 |

ADVERTISING RATES

Madison Chamber of Commerce Members

| Standard Pages | | | | |
|-----------------------------------|--------|--------|--------|--------|
| Size | 4X | 3X | 2X | 1X |
| Full | \$950 | \$1010 | \$1155 | \$1355 |
| 2/3 | \$760 | \$805 | \$845 | \$995 |
| 1/2 | \$570 | \$610 | \$695 | \$815 |
| 1/3 | \$455 | \$485 | \$560 | \$650 |
| 1/6 | \$275 | \$295 | \$340 | \$385 |
| Market Place | \$100 | \$120 | \$128 | \$138 |
| Premium Pages | | | | |
| Back Cover | \$1185 | \$1275 | \$1445 | \$1695 |
| Inside Front/ Inside Back/ Page 3 | \$1055 | \$1250 | \$1385 | \$1630 |

Non-Madison Chamber of Commerce Members

*See Page 5 for membership information

| Standard Pages | | | | |
|----------------------------------|--------|--------|--------|--------|
| Size | 4X | 3X | 2X | 1X |
| Full | \$1265 | \$1345 | \$1540 | \$1800 |
| 2/3 | \$1015 | \$1075 | \$1125 | \$1325 |
| 1/2 | \$760 | \$810 | \$925 | \$1085 |
| 1/3 | \$605 | \$645 | \$745 | \$865 |
| 1/6 | \$365 | \$390 | \$450 | \$515 |
| Market Place | \$130 | \$160 | \$170 | \$185 |
| Premium Pages | | | | |
| Back Cover | \$1580 | \$1700 | \$1935 | \$2260 |
| Inside Front/Inside Back/ Page 3 | \$1405 | \$1665 | \$1925 | \$2175 |

Advertising rates do not include ad build. Don't have an ad? Let our graphics department design your business building advertisement. We also have great package deals on web domain registration, custom designed web-sites, hosting, and web security options. Call 256-325-8827 for details or send us an email at sales@tvapsolutions.com.

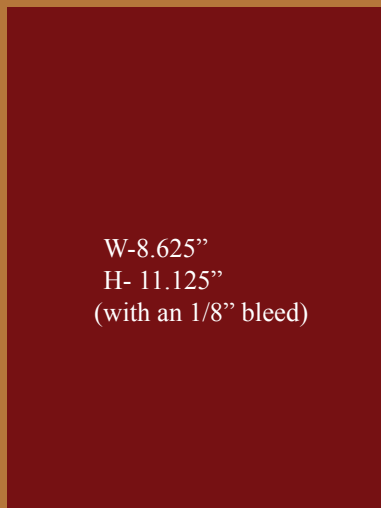
Advertising Deadline for the Spring Issue is March 21.

TARGETED DISTRIBUTION

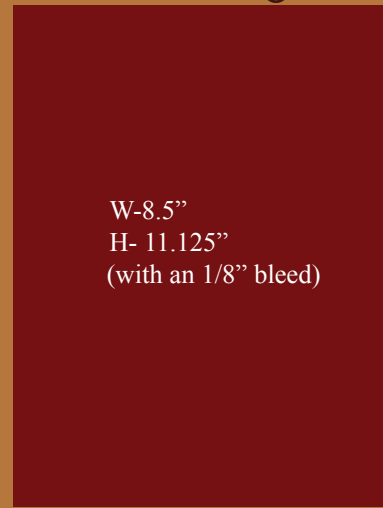
Reach one the fastest growing communities. The Charter magazine circulation is approximately 5,000 printed quarterly with a copy mailed directly to all businesses in Madison city. The Charter will also be available for pick up at various city chambers, City Hall, small business associations, and multiple corporate/private companies. Reach businesses outside Madison City via our exclusive website, www.thechartermagazine.com.

ADVERTISING SIZES

Back Cover with 1/8" bleed

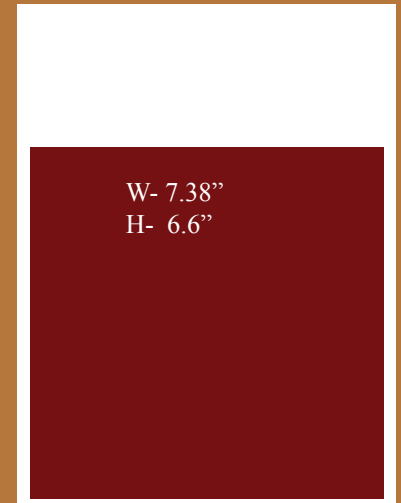
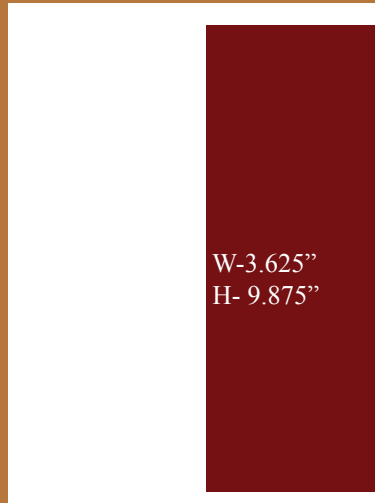
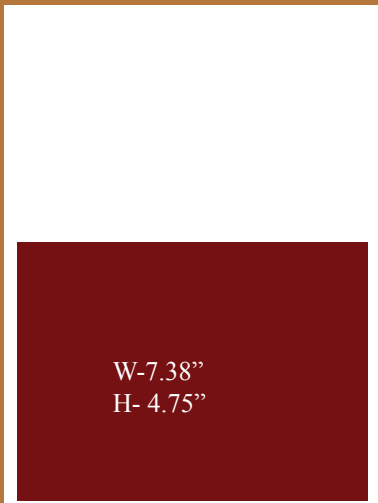


Inside/Inside Back Cover
& Full Page



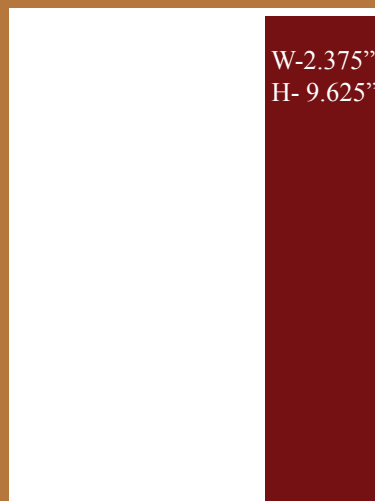
1/2 Page Horizontal and Vertical

2/3 Page



1/3 Page

1/6 Page



3810-H Sullian Street
Madison, AL 35758

Join the Madison Chamber of Commerce and Receive a Discount on Advertising in The Charter Magazine

| Ad Size | Chamber Members (Annual Commitment) | Non- Members (Annual Commitment) | Annual Savings |
|---------|--|-------------------------------------|----------------|
| Full | \$3800 | \$5060 | \$1260 |
| 2/3 | \$3040 | \$4060 | \$1020 |
| 1/2 | \$2280 | \$3040 | \$760 |
| 1/3 | \$1820 | \$2420 | \$600 |
| 1/6 | \$1100 | \$1460 | \$360 |

Membership Information

| Number of Employees | Membership Dues |
|---------------------|-----------------|
| 1-4 | \$250 |
| 5-9 | \$300 |
| 10-19 | \$400 |
| 20-29 | \$450 |
| 30-39 | \$500 |
| 40-49 | \$550 |
| 50-74 | \$600 |
| 75-99 | \$650 |
| 100-175 | \$700 |
| 175+ | \$775 |
| Business Associate | \$125 |
| Non-Business Member | \$75 |

For more information or to join the Madison Chamber of Commerce, please contact:

TVAP Solutions
256-325-8827

Benefits of a 4 issue (1 year) Advertising Agreement

- Free Ad Build (includes 1 ad build for plus free text changes on the ad every issue).
- Free online banner ad on The Charter Website, www.thechartermagazine.com.
- Free Business Highlight in The Charter magazine (valid on ads 1/2 page and up).
- More Brand Recognition
- And much more!