

# Collective IMPACT



## Media Kit

## What is Collective Impact

**Collective Impact** is the business-to-business publication of the Greater Green Bay Chamber. The quarterly magazine features information about the Chamber and business ideas, insights and information to help your business succeed.

## A targeted part of your marketing strategy

**Collective Impact** is the only magazine endorsed, produced and distributed by the Greater Green Bay Chamber, as well as a respected tool in the business community. When a person or business wants to reach the business community, the Chamber – and **Collective Impact** – are top of mind.

### Distribution

Collective Impact is available both in print and online.

The digital publication is supported by a robust and strategic marketing plan that includes social media posts and Chamber Connection eNewsletter inclusion. The print edition is mailed directly to Chamber members at their place of employment.

### 2023 Digital Metrics (3 of 4 issues)

\*Statistics as of September 2023

- Total impressions: 6,251
- Total reads: 1,981



ADVERTISING OPTIONS	1X	4X	NON MEMBER 1X
Inside front cover	\$1,695	\$6,100 (\$1,525 x 4 ads)	\$2,373
Full page	\$1,195	\$4,300 (\$1,075 x 4 ads)	\$1,673
½ page	\$695	\$2,500 (\$625 x 4 ads)	\$973
¼ page	\$395	\$1,420 (\$355 x 4 ads)	\$553
Inside back cover	\$1,495	\$5,380 (\$1,345 x 4 ads)	\$2,093
Back cover	\$1,995	\$7,180 (\$1795 x 4 ads)	\$2,793

INSIDE FRONT COVER OR INSIDE BACK COVER  
8" w x 10" h  
1.25" bleed

FULL PAGE  
8" w x 10" h  
1.25" bleed

### Advertorial

Provide a deeper level of information about your brand, product or service through the *Collective Impact* advertorial. This 2 or 4 page section allows an organization to provide more detail to qualified subscribers and leaders actively involved within the community.

- 2-page advertorial section with organization provided copy - \$2,495 (Nonmember: \$3,493)
- 4-page advertorial section with organization provided copy - \$2,995 (Nonmember: \$4,193)

HALF PAGE  
8" w x 4.75" h

### Advertising Agreement

Email this advertising agreement once completed to Allison Rodriguez at [arodriguez@greatergbc.org](mailto:arodriguez@greatergbc.org).

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

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

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

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

City, State, ZIP: \_\_\_\_\_

Ad Location: \_\_\_\_\_

Ad URL: \_\_\_\_\_

Quantity of ads:  4-Pack  Single Issue

The undersigned hereby represents and warrants the Greater Green Bay Chamber, for the purpose that they may rely thereon, that the undersigned has the authority to enter into this agreement on behalf of the person, organization or company referred to above, and further acknowledges receipt of this contract.

\_\_\_\_\_  
Advertiser's Signature

\_\_\_\_\_  
Date

*\*This agreement may be cancelled in writing only within five (5) days from the date of signing. Invoices will be sent out upon receipt of this signed agreement. Payment is due 30 days from receipt of invoice. Ad location may not be changed after signing.*

### Please Note

- Please ensure artwork is the size of the space that was bought.
- Advertising is subject to acceptance as to character including layout, text, and illustration, at the publisher's discretion.
- Submit artwork as a press ready, 4-color CMYK, high resolution PDF to Mackenzie Shagosh at [mshagosh@greatergbc.org](mailto:mshagosh@greatergbc.org)
- Email this advertising agreement once completed to Allison Rodriguez at [arodriguez@greatergbc.org](mailto:arodriguez@greatergbc.org)

1/4 PAGE VERTICAL  
3.75" w x 4.75" h

1/4 PAGE HORIZONTAL  
3.75" w x 4.75" h

BACK COVER  
6" w x 11" h  
1.25" bleed