

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.

2024 DIGITAL METRICS

6,251

TOTAL IMPRESSIONS

1,632

TOTAL READS

A TARGETED PART OF YOUR MARKETING STRATEGY

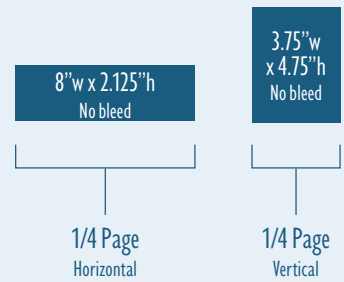
Collective Impact is the only magazine endorsed, produced and distributed by the Greater Green Bay Chamber, as well as a respected tool in the business community. When a person or business wants to reach the business community, the Chamber – and *Collective Impact* – are top of mind.

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.

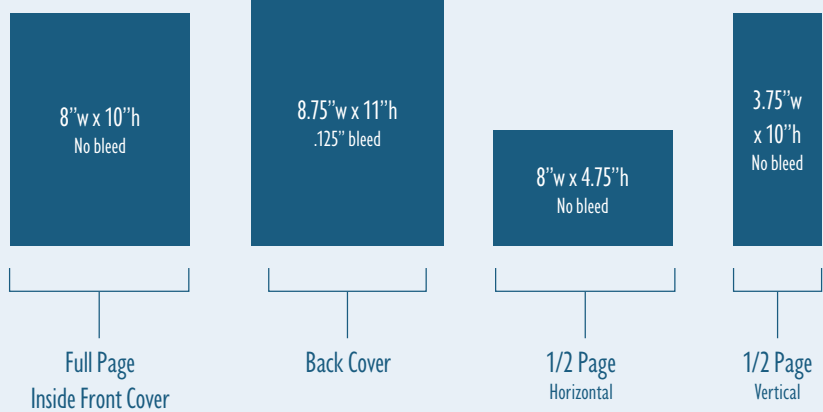
| AD OPTIONS | 1X | 4X | NON-MEMBER 1X |
|--------------------|---------|----------------------|---------------|
| Inside front cover | \$1,695 | \$6,100 \$1,525/ad | \$2,373 |
| Full page | \$1,195 | \$4,300 \$1,075/ad | \$1,673 |
| 1/2 page | \$695 | \$2,500 \$625/ad | \$973 |
| 1/4 page | \$395 | \$1,420 \$355/ad | \$553 |
| Inside back cover | \$1,495 | \$5,380 \$1,345/ad | \$2,093 |
| Back cover | \$1,995 | \$7,180 \$1795/ ad | \$2,793 |



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 | Non-member: \$3,493
- 4-page advertorial section with organization provided copy
\$2,995 | Non-member: \$4,193



Advertising Agreement

Email this advertiser agreement once completed to Dan Van Straten at dvanstraten@greatergbc.org.

Name _____

Title _____ Phone _____

Billing Address _____

City, State, ZIP _____

Ad Size _____ Digital Issue 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 sizes may not be changed after signing.*

Artwork

- Submit artwork as a press ready, high-resolution PDF and CMYK to Mackenzie Shagosh at mshagosh@greatergbc.org no later than March 7, 2025.
- Please ensure artwork size is the size of the space that was purchased.
- Advertising is subject to acceptance as to character including layout, text and illustration, at the publisher's discretion.