

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 eNewsletter inclusion. The print edition is mailed directly to Chamber members at their place of employment.

Upcoming Issue themes:

- Issue 2 2023 (May 2023): Technology & Innovation
- Issue 3 2023 (August 2023): Economic Development
- Issue 4 2023 (November 2023): Business Trends/Entrepreneurial Landscape



Collective Impact Advertising Options

AD OPTIONS	IX	4X	NONMEMBER IX
Inside front cover	\$1,995	\$6,996 (\$1,795 x 4 ads)	\$2,793
Inside back cover	\$1,695	\$6,100 (\$1,525 x 4 ads)	\$2,373
Full page	\$1,325	\$4,760 (\$1,190 x 4 ads)	\$1,855
1/2 page	\$695	\$2,500 (\$625 x 4 ads)	\$973
1/4 page	\$395	\$1,420 (\$355 x 4 ads)	\$553



Advertorial

Provide a deeper level of information about your brand, product or service through the *Collective Impact* advertorial. This 2-6 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 - \$2,500 (Nonmember: \$3,500)
- 4-page advertorial section with organization provided copy - \$2,995 (Nonmember: \$4,193)
- 6-page advertorial section with organization provided copy - \$3,995 (Nonmember: \$5,593)



Advertising Agreement

Email this advertiser agreement once completed to Allison Rodriguez at arodriguez@greatergbc.org.

Name: _____

Company Name: _____

Title: _____ Phone: _____

Billing Address: _____

City, State, ZIP: _____

Ad Size: _____

Digital Issue Ad URL: _____

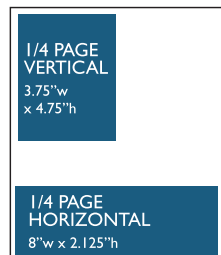
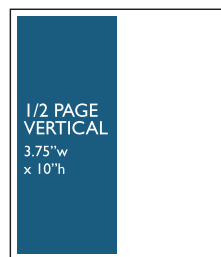
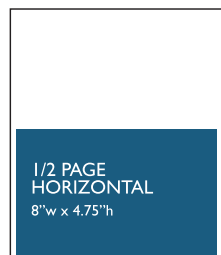
Quantity of ads (circle): 4-Pack Single Issue

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.*



Please note:

- Please ensure artwork size 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 **Morgan Hicks at mhicks@greatergbc.org**.
- Email this advertiser agreement once completed to **Allison Rodriguez at arodriguez@greatergbc.org**.