



# Advertising Programs and Rates

## Catalyst

The PA Chamber's full-color quarterly magazine, *Catalyst*, provides readers with insightful articles and regular features, including business profiles, member news, legislative and regulatory updates, and practical advice for business.

## 2012 Editorial Calendar and Closing Dates

Issue	Editorial Focus	Closes	Ads Due	Mails
Spring	Environment/Energy	2/3/12	2/13/12	3/12/12
Summer	Business Innovation	4/30/12	5/14/12	6/11/12
Fall	Corporate Philanthropy	8/13/12	8/31/12	9/27/12
Winter	Election Review; 2013-14 Session Preview	11/7/12	11/14/12	12/19/12

## Rates

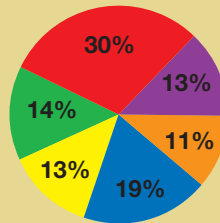
Ad Size	Price
Full Page	\$1,800
Half Page	\$1,400
Quarter Page	\$1,150
Business Card	\$650
Inserts	\$2,000

20% discount with purchase of four issues. Premium position rates available upon request. Ads are full-color

Circulation: 8,000

Recipients: Presidents/CEOs and other executives at PA Chamber member companies.

Presidents/CEOs	30%
Vice Presidents	13%
Directors	11%
Managers	19%
Others	13%
Non-Subscription Distribution	14%



## The VOICE of Pennsylvania Business (monthly e-newsletter)

Reach 9,000 members with ads featuring interactive links that will drive traffic to your own website. Rates are \$199 per ad; discounts available for multiple insertions. Space reservation requests due on the first day of the month preceding publication date; artwork due on the 20th day of the month. Note that July-August and December-January are combined issues.

## Monthly Video Email: PA Chamber Minute

Launched in 2009, the *PA Chamber Minute* is an exciting way to keep Pennsylvania's business community up to date on pending legislation and issues that impact job creation and economic growth. Each month, the *Chamber Minute* arrives in the inboxes of 9,000 business leaders and executives, and is made available on the PA Chamber's website. In addition to high profile visibility within the video, sponsors receive a quarter page ad in *Catalyst*.

One month \$950; three months \$855/month; six months \$760/month; twelve months \$700/month.

### For further information, contact

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