



Advertising Programs and Rates

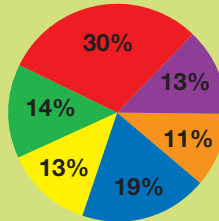
Catalyst

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.

Circulation: 12,000

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%



Circulation by Region

Western PA	12%
Central PA	56%
Eastern PA	32%

Ask about our regional insert program.

2010 Editorial Calendar and Closing Dates

Issue	Editorial Focus	Closes	Ads Due	Mails
Spring	Environment	02/05/10	03/02/10	03/18/10
Summer	International Trade	05/07/10	05/28/10	06/16/10
Fall	Election Preview	08/06/10	08/27/10	09/15/10
Winter	Election Wrap-up; 2010-11 session preview	11/05/10	11/24/10	12/17/10

Rates

Ad Size	4x	1x
Full Page	\$1,650	\$2,240
Half Page	\$1,190	\$1,620
Quarter Page	\$ 999	\$1,350

Prices are per ad based on frequency. Premium position rates available upon request.

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.

Website Advertising: Featured Sponsor Section

A *Featured Sponsor* section appears on all pages of our popular website, www.pachamber.org. Space is shared on a rotational basis and allows for up to three corporate logos that link directly to the advertiser's website. Rates are \$299 per month; \$750 for three months. Space reservation requests due on the first day of the month preceding the requested month; artwork (corporate logo) due on the 20th day of the month.

For further information, contact

Laurel Belding, Director of Business Development • 877 227-7375 or 717 720-5425 • email lbelding@pachamber.org