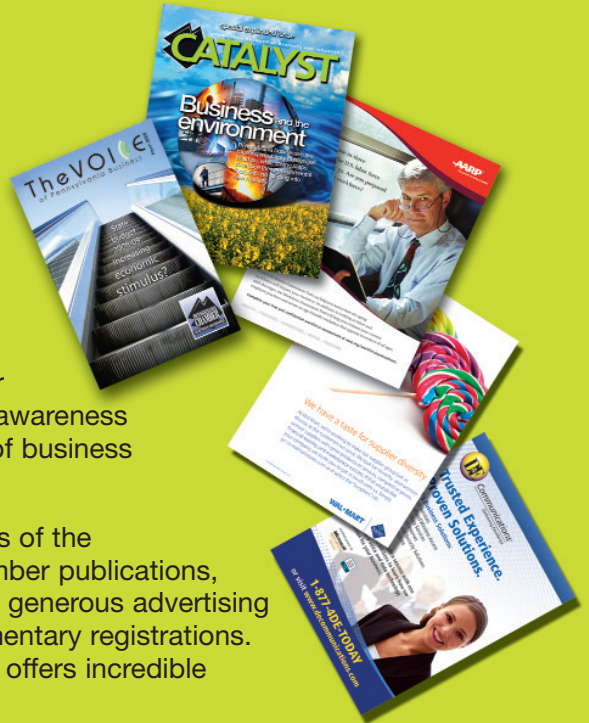


# Three Ways to Promote Your Business to Pennsylvania's key business decision makers!



## 1. Sponsor

Sponsoring a PA Chamber event is a surefire way to position your organization as an industry leader while you increase your brand awareness and promote your products and services to a targeted audience of business decision makers.

Sponsorships include prominent recognition throughout all phases of the event—promotional mailings, the PA Chamber's website and member publications, at the event itself, and following the event through publicity and a generous advertising package. Also included is exhibit space at the event and complimentary registrations. And with promotional packages starting at \$1,500, a sponsorship offers incredible marketing value.

Choose from educational conferences in the areas of environment; human resources; energy; information technology; health and safety; insurance; marketing and more. Or reach a broader audience through a sponsorship of events such as the Annual Chamber Dinner or Golf Outing.

## 2. Exhibit

Showcase your company's products and services while you network with peers and decision makers with exhibit space at our popular one- and two-day conferences. Cost is \$425 for most one-day events. Space is limited, and booths are assigned on a first-come basis.

## 3. Advertise

Advertising in the PA Chamber's popular member publications or on our website is a cost effective way to reach thousands of Pennsylvania's most influential executives—Presidents, CEOs, CFOs, public affairs directors and department heads—from companies of all sizes and representing all industries. Please refer to the flip side of this page for subscriber demographics, advertising rates, editorial calendar and space reservation deadlines.

### To learn more, contact

**Laurel Belding**, Director of Business Development, 877 227-7375 or [lbelding@pachamber.org](mailto:lbelding@pachamber.org).

-or-

**Justin Shellenberger**, Affinity & Special Programs Coordinator, 800 225-7224, ext. 5553 or [jshellenberger@pachamber.org](mailto:jshellenberger@pachamber.org).

-or-

Visit [www.pachamber.org](http://www.pachamber.org) and click on *Promote Your Business*.





# Advertising Programs and Rates

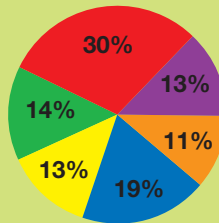
## Catalyst

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](http://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](mailto:lbelding@pachamber.org)