



2009 Advertising Programs and Rates

Catalyst

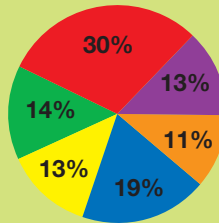
The PA Chamber's full-color quarterly magazine, *Catalyst*, provides readers with insightful articles and regular features, including business profiles, member news, legislative and regulatory updates, and practical advice for business.

Look Who's Reading Catalyst

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.

2009 Editorial Calendar and Closing Dates

Issue	Editorial Focus	Closes	Ads Due	Mails
Spring	Environment plus special "bonus section:" 2009-2010 session preview	01/21/09	02/12/09	03/13/09
Summer	Health Care	04/23/09	05/07/09	06/16/09
Fall	Energy	07/23/09	08/13/09	09/15/09
Winter	Legal Reform	10/22/09	11/12/09	12/17/09

2009 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. All ads are 3"x3" 4-color. 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

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