

Advertising Programs and Rates

Catalyst

The PA Chamber's full-color quarterly magazine provides readers with insightful articles and regular features, including business profiles, member news, legislative and regulatory updates, and practical advice for business. Circulation: 15,000. Current and archival issues are available online at www.pachamber.org.

2019/20 Editorial Calendar and Closing Dates

| Issue | Editorial Focus | Ads Due | Mails |
|----------------|--|---------|----------|
| Fall 2019 | Business in the Digital Age | 9/9/19 | 10/21/19 |
| Winter 2019/20 | Working Together (Legislative Achievements in 2019, Looking Toward 2020) | 12/2/19 | 1/20/20 |
| Spring 2020 | Annual Environmental and Energy Issue | 2/17/20 | 4/6/20 |
| Summer 2020 | Celebrating PA's Entrepreneurial Spirit | 6/1/20 | 7/20/20 |
| Fall 2020 | The Women and Minority-Owned Business Impact | 8/31/20 | 10/19/20 |

Rates

| Ad Size | 1x | 2x | 4x |
|-----------|---------|---------|---------|
| Full Page | \$1,600 | \$1,440 | \$1,195 |
| 2/3 Page | \$1,499 | \$1,350 | \$1,120 |
| 1/2 Page | \$1,080 | \$971 | \$810 |
| 1/3 Page | \$905 | \$815 | \$680 |
| 1/4 Page | \$750 | \$680 | \$565 |
| 1/6 Page | \$499 | \$450 | \$375 |

Ads are full color.

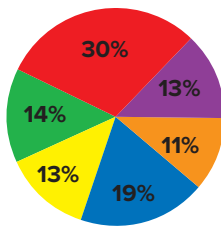
| Advertorials | |
|---------------|---------|
| Center Spread | \$4,500 |
| Full page | \$2,100 |

| Premium Positions | Add |
|---------------------|-----|
| Back Cover | 30% |
| Inside Front Cover | 25% |
| Inside Back Cover | 20% |
| Page 4 | 20% |
| Guaranteed Position | 15% |

Subscriber Demographics

Recipients of PA Chamber publications: 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% |



Industry Breakdown



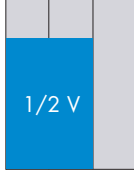
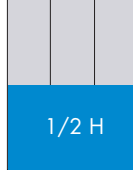

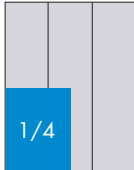

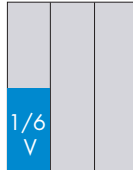
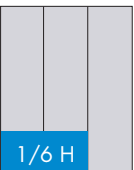
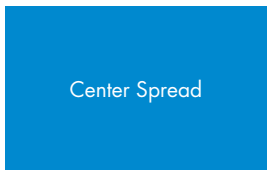
Services 35%
 Manufacturing 25%
 Transportation and Utilities 8%
 Wholesale Trade 8%
 Retail Trade 8%
 Construction 7%
 Finance, Insurance and Real Estate 5%
 Other 4%

For further information, contact

MaryEllen Galuska, Corporate Events and Promotions Executive | 717.720.5557 | mgaluska@pachamber.org

Advertising Specifications and File Formats

Catalyst (Print Full Color Magazine)

| | | | | AD SIZES | WIDTH | HEIGHT |
|--|--|---|---|--|--------|--------|
|  |  |  |  | Full Page* | 8.5" | 11" |
| | | | | 2/3 Page | 4.875" | 10" |
| | | | | 1/2 Page V | 4.875" | 7.5" |
| | | | | 1/2 Page H | 7.5" | 4.875" |
| | | | | 1/3 Page V | 2.35" | 10" |
| | | | | 1/3 Page Square | 4.875" | 4.875" |
|  |  |  |  | 1/4 Page | 3.65" | 4.875" |
| | | | | 1/6 Page V | 2.35" | 4.875" |
| | | | | 1/6 Page H | 4.875" | 2.35" |
| | | | | Center Spread* | 17" | 11" |
|  |  | | | Inserts: 8" w x 10 1/2" h. All inserts must be printed on 80# cover weight stock or heavier. Artwork and copy must be approved by PA Chamber prior to printing. | | |
| | | | | *For all full-page ads with bleeds, please leave all items that do not bleed within the live area, which is 1/2" inside the trim on all sides. Items that bleed should be pulled 1/4" beyond the full-page size. | | |

- All advertising to be submitted as high resolution (300 dpi) electronic art in PDF, tiff, eps or jpeg format via email or on disk.
- MAC or PC platform accepted
- CMYK or black and white for Catalyst
- All ads must fit exactly to the ad space dimensions. Full page bleed ads must bleed 1/4" beyond trim size on all sides. Live area is 1/4" from trim on all sides.
- For all electronic art submission questions, email: jshirey@pachamber.org. In the "Subject" portion of the email, type "Catalyst Advertising Question."

The PA Chamber must approve media before submission. The PA Chamber is not responsible for additional charges on electronic files that are incorrectly assembled. Art submitted on disk will run "as is." There will be no Matchprint proof provided to client for approval and no color correction on scans or any other areas of artwork. The PA Chamber is not responsible for errors in supplied electronic artwork and copy.

**For questions on ad specs, please contact John Shirey, PA Chamber Graphic Designer |
800.225.7224, ext. 5434 | 717.720.5434 | jshirey@pachamber.org**