

# CHAMBER EXCHANGE



A QUARTERLY PUBLICATION OF THE WORCESTER REGIONAL CHAMBER OF COMMERCE

## 2023 ADVERTISING RATES & DEADLINES

### AUDIENCE AND CIRCULATION

Chamber Exchange the Newspaper is published quarterly by the Worcester Regional Chamber of Commerce in Feb., May, Aug., and Nov.

**AUDIENCE** | Business professionals, chamber members, elected officials, engaged citizens, consumers.

**CIRCULATION** | Almost 18,000 copies are printed and distributed as follows:

- Mailed to approx. 4,600 Chamber members / business professionals
- Mailed to approx. 13,000 registered voters in the City of Worcester
- Balance distributed at Chamber events & key locations throughout the city.

Image formats accepted:  
PDF **FLATTENED** (preferred), EPS, TIF. Full Color.  
Not responsible for color registration issues.

**NOTE:** MS Word, Publisher, Powerpoint, and jpeg files are **NOT ACCEPTED**.



### COST

Feb., May, Aug., Nov. 2023

Ad Size	Cost Per Issue	Cost for 4 Issues
Full Page	\$1,075	\$3,640 (\$910 / issue)
Half Page (horiz)	\$605	\$2,080 (\$520 / issue)
Half Page (vert)*	\$605	\$2,080 (\$520 / issue)
Quarter Page	\$370	\$1,430 (\$358 / issue)
Eighth Page	\$200	\$ 780 (\$195 / issue)

### PREMIUM POSITIONS - FULL PAGE

Back Cover*	\$1,755	*Quantity Limited
Inside Front*	\$1,495	
Inside Back*	\$1,430	
Centerspread Single*.....	\$1,300	
Front Page* (10" x 2") ....	\$750	

### DEADLINES

EST. PRINT DATE	RESERVATION DEADLINE	SUBMISSION DEADLINE
FEB. 10, 2023	ADS SELL	Jan. 13
MAY 12, 2023	OUT FAST --	April 7
AUG. 11, 2023	RESERVE NOW!	July 7
NOV. 11, 2023		Oct. 6

**Full Page Ad**  
16 inches high  
10 inches wide  
(4 columns wide)

**Half Page Ad VERTICAL**  
16 inches high  
4.87 inches wide  
(2 columns wide)

FOR MULTIPLE INSERTIONS DISCOUNT, PAYMENT MUST BE MADE AHEAD OF TIME.

Design service is not available from the Chamber. However, we are happy to recommend a designer. **Ads submitted after the deadline date may not be accepted.**

### TO ADVERTISE

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