



TWO high-impact publications for one great price!

The Bedford Area Chamber is excited to announce an affordable way to reach more readers than ever before with the 2011-2012 Community Guide and Membership Directory. This year, the Chamber is offering an unbeatable combination of publications to help businesses maximize their impact in the Bedford Area.

► **High-impact, glossy Community Guide:**

10,000 copies of a glossy, magazine-format guide will be distributed throughout the year.

► **New resident, tourist and community reach:**

The Guide will be included in the Chamber's Relocation Package, which is mailed to new residents AND distributed to visitors at all Chamber locations, area Welcome Centers and various member business locations.

► **Membership Directory:** 15,000 copies of a separate Member Directory will be distributed as a newspaper insert throughout Bedford and surrounding communities.

► **Two ads for price of one:** Your ad will appear in both the Community Guide and Membership Directory for one great price!

► **Free design, full-color ads:** All ads include free ad design and full color at no additional

charge.

► **Digital presence:** A digital version, including all ads and links to advertiser web sites, will be available through the Chamber site.

All advertisers will also receive enhanced listings within the member indices.

Rates and Guidelines

Deadlines:

Ad commitment – April 15, 2011

Final Approval – April 22, 2011

Rates and ad sizes:

(Dimensions shown for Membership Directory; ads for Community Guide will be proportionally reduced to fit the magazine format.)

	Dimensions (in inches)	Ad Rate	Chamber Member Ad Rate (10% discount)
2-page Spread	19.27 x 11	\$ 3,590	\$ 3,231
Back Cover	9.13 x 11	\$ 2,693	\$ 2,423
Inside Cover	9.13 x 11	\$ 2,244	\$ 2,019
Full Page	9.13 x 11	\$ 1,795	\$ 1,616
½ Page, horizontal	9.13 x 5.25	\$ 987	\$ 889
½ Page, vertical	4.67 x 11	\$ 987	\$ 889
¼ Page	4.67 x 5.25	\$ 592	\$ 533

**Reserve your ads today. Contact Tim Dye at
540.721.4675, ext. 409 or tim@smithmountainlaker.com.**