

INSIDER

LA PORTE-BAYSHORE CHAMBER OF COMMERCE

2024
AD RATES

INSIDER newsletter is one of the primary vehicles through which we address topics of interest to the business and professional communities in the Bayshore market. *Insider* provides the opportunity to profile not only news and information from the chamber of commerce, but also press releases, promotions, job listings, and news from our membership. Community residents and business leaders are hungry for news they can use, and *Insider* plays a key role in providing that information.

NEWSLETTER SPECS

- ▶ 12 monthly newsletters sent through email annually and embedded on our website
- ▶ interactive flipbook style with responsive design enables more views on more devices
- ▶ standard pdf version will also be made available for maximum access

AD RATES*

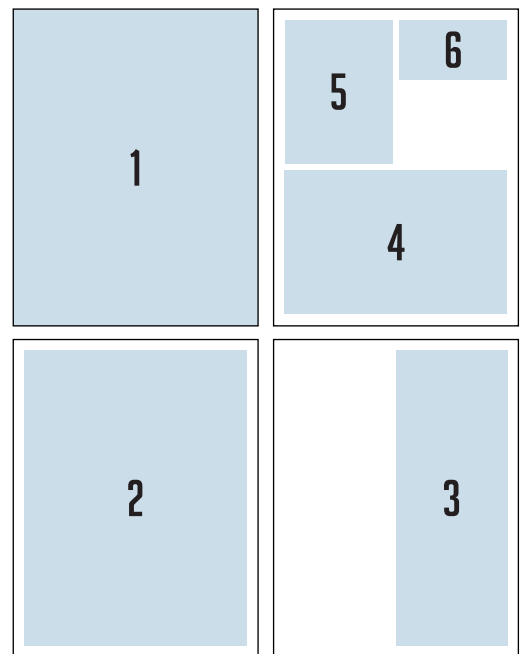
ad size	1x	3x	6x	12x
FULL PAGE	\$49	\$135	\$240	\$480
HALF PAGE	\$39	\$105	\$180	\$360
QUARTER PAGE	\$29	\$75	\$120	\$240
BUSINESS CARD	\$19	\$45	\$60	\$120
ENHANCED AD*	+\$25/month			

*see back for details

AD SIZES

ad size	inches	pixels
1 FULL PAGE "BLEED"	8.5" x 11"	612 x 792 px
2 FULL PAGE NON-"BLEED"	7.5" x 10"	540 x 720 px
3 HALF PAGE VERTICAL	3.75" x 10"	270 x 720 px
4 HALF PAGE HORIZONTAL	7.5" x 5"	540 x 360 px
5 QUARTER PAGE	3.625" x 5"	261 x 360 px
6 BUSINESS CARD	3.625" x 2.375"	261 x 171 px

All ads appear in full color. Please allow a minimum .125" from trim for critical artwork. See submission details on back for more.



TO ADVERTISE, CONTACT :



Naomi Richison

Marketing Coordinator

O: (281) 471-1123 M: (832) 556-9704

naomi@laportechamber.org

DEADLINES

issue	publication date	space reservation	artwork due
JANUARY	Jan 8	Dec 18	Dec 29
FEBRUARY	Feb 5	Jan 15	Jan 22
MARCH	March 4	Feb 12	Feb 19
APRIL	April 1	March 11	March 18
MAY	May 6	April 15	April 22
JUNE	June 3	May 13	May 20
JULY	July 1	June 10	June 17
AUGUST	Aug 5	July 15	July 22
SEPTEMBER	Sept 2	Aug 12	Aug 19
OCTOBER	Oct 1	Sept 10	Sept 17
NOVEMBER	Nov 4	Oct 14	Oct 21
DECEMBER	Dec 2	Nov 11	Nov 18

Note: These have been revised as of November 6, 2023. 2025 deadlines will be updated in Fall 2024.

ARTWORK SUBMISSIONS

Please provide a high-resolution (300 ppi) .jpg or .pdf with **all fonts embedded or converted to paths/outlines**. Colors must be RGB color profile.

*Enhanced ads have the capacity to include web links, shopping links, advertising links, and video links.

Send artwork to Naomi Richison:
naomi@laportechamber.org

Questions? Call (281) 471-1123

No ad? We can help for an additional \$200. Please provide a rough sketch and high-resolution art (logo, photos, etc.) / minimum of 300 ppi. Maximum of 2 revisions after initial design.

OTHER WAYS TO ADVERTISE

EMAIL BLAST | \$150

- ▶ Your advertorial** delivered electronically to over 2,300 contacts through Constant Contact
- ▶ Maximum of 4 total email blasts will be sent per month; first come, first served basis, at the discretion of chamber staff

SOCIAL MEDIA BOOST | \$150

- ▶ We will boost your ad through our Facebook Page and Instagram
- ▶ Our social media expert will work with you to target your ideal audience

**Advertorial matches full page ad specs - to include advertorial content from someone in your company about news-worthy topics, consumer issues, and/or matters relevant to our readers. Chamber maintains editorial control. Limited to 250 words; must be provided as camera-ready art. The words "Member Promotion" will be added to your email in 8pt type.

Notice: All advertising through the La Porte-Bayshore Chamber of Commerce must be in good taste. No discrimination of any kind, drug references, lewdness, or political ads permitted. Ad approval is at the sole discretion of chamber staff.



INSIDER DIGITAL NEWSLETTER IS A PUBLICATION OF THE LA PORTE-BAYSHORE CHAMBER OF COMMERCE.

The mission of the La Porte-Bayshore Chamber of Commerce is to be a dynamic and diverse organization that leads the promotion of business, economic development, and support of the La Porte-Bayshore community, an economic hub of the Texas Gulf Coast region.