PA Chamber®
of Business and Industry

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: 12,000. Current and archival issues are available online at www.pachamber.org.

2017/18 Editorial Calendar and Closing Dates

Issue	Editorial Focus	Ads Due	Mails
Spring 2017	Annual Environmental and Energy Issue	2/20/17	3/27/17
Summer 2017	Public/Private Sector Cooperation — A Collaborative Approach to Economic Development	6/5/17	7/17/17
Fall 2017	The PA Chamber's Workforce Initiative Tackles the Jobs Skills Gap	9/5/17	10/9/17
Winter 2017/18	Annual Public Policy Issue	12/11/17	1/22/18

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.

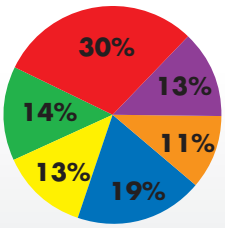
Advertorials	
Center Spread	$4,500
Full page	$2,100

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 Utilities8%
Wholesale Trade 8%
Retail Trade 8%
Construction 7%
Finance, Insurance and Real Estate 5%
Other 4%

For further information, contact
Ashley Mostek, Corporate Events and Promotions Executive | 717.720.5557 | email amostek@pachamber.org

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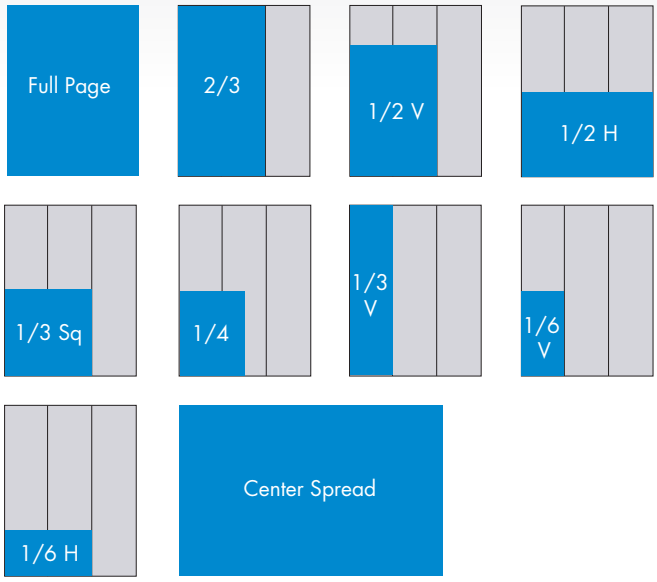
Advertising Specifications and File Formats

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 or jshirey@pachamber.org