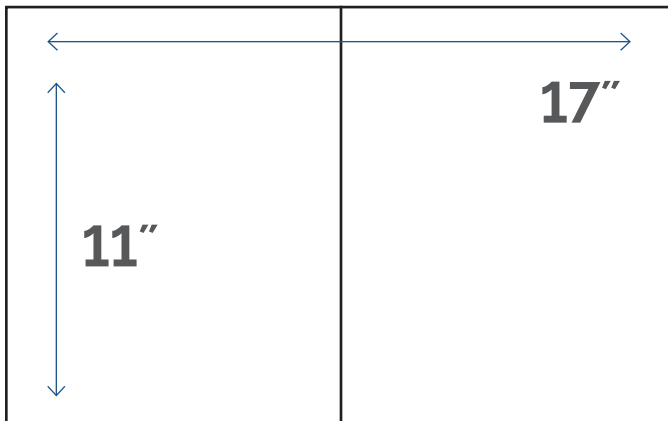




WHAT IS CHAMBER CONNECT?

Chamber Connect features and promotes business and entrepreneurship in York County, Pennsylvania. Published by the York County Economic Alliance (YCEA), *Chamber Connect* delivers insightful, timely stories related to education and training, legislative advocacy, regional development, and workforce needs. Each edition also includes profiles of accomplishments and news from YCEA members.



FORMAT

Chamber Connect is a visually dynamic bimonthly magazine, presented attractively in a four-color, publication format.

8.5" X 11"

Vertical orientation of a single page.

CHAMBER CONNECT DISTRIBUTION

- More than **20,000 business decision makers** in the greater York County region read *Chamber Connect*
- *Chamber Connect* reaches more than **2,000 business and industry owners and executive-level professionals** within York County, including both YCEA members and nonmembers.
- *Chamber Connect* is also **mailed directly** to more than **1,000 professional offices in the business, education, health care, and legal services industries.**
- *Chamber Connect* can be read as a **digital publication** at ycea-pa.org.

2018 PUBLICATION SCHEDULE

JANUARY/FEBRUARY 2018 ISSUE
AD COMMITMENT DEADLINE: DEC. 1
AD MATERIALS DUE: DEC. 6
AD PAYMENT DUE: DEC. 22
DISTRIBUTION: JAN. 8

MARCH/APRIL 2018 ISSUE
AD COMMITMENT DEADLINE: FEB. 2
AD MATERIALS DUE: FEB. 10
AD PAYMENT DUE: FEB. 16
DISTRIBUTION: MARCH 10

MAY/JUNE 2018 ISSUE
AD COMMITMENT DEADLINE: MARCH 30
AD MATERIALS DUE: APRIL 6
AD PAYMENT DUE: APRIL 20
DISTRIBUTION: MAY 7

JULY/AUGUST 2018 ISSUE
AD COMMITMENT DEADLINE: MAY 29
AD MATERIALS DUE: JUNE 4
AD PAYMENT DUE: JUNE 18
DISTRIBUTION: JULY 9

SEPTEMBER/OCTOBER 2018 ISSUE
AD COMMITMENT DEADLINE: AUG. 3
AD MATERIALS DUE: AUG. 10
AD PAYMENT DUE: AUG. 17
DISTRIBUTION: SEPT. 10

NOVEMBER/DECEMBER 2018 ISSUE
AD COMMITMENT DEADLINE: OCT. 5
AD MATERIALS DUE: OCT. 12
AD PAYMENT DUE: OCT. 19
DISTRIBUTION: NOV. 9

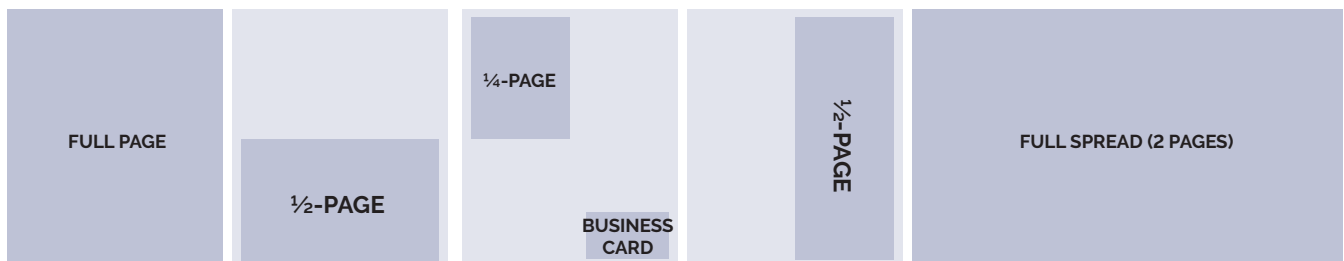
2018 ADVERTISING RATES & AD DIMENSIONS (WIDTH X HEIGHT)

Dimensions are in inches

	SIZE	SINGLE	HALF YEAR** per ad 3 issues	FULL YEAR per ad 6 issues	TWO YEARS** per ad 12 issues
FRONT COVER	8.5X11	\$3,000	-	-	-
BACK COVER (½-PAGE)	8.5X5.25	\$1,700	\$1,600	\$1,500	-
INSIDE COVER (FRONT OR BACK)	8.5X11	\$1,500	\$1,400	\$1,300	\$1,200
FULL-PAGE AD	8.5X11	\$1,350	\$1,300	\$1,275	\$1,250
FULL SPREAD (2 PAGES) AD	17X11	\$3,450	\$3,250	\$3,150	\$3,050
½-PAGE (HORIZONTAL) AD	8X5.25	\$850	\$800	\$775	\$750
½-PAGE (VERTICAL) AD	4X10.5	\$850	\$800	\$775	\$750
½-PAGE ISLAND (VER. OR HOR.)*	8X5.25 OR 4X10.5	\$1,050	\$1,000	\$975	\$950
¼-PAGE AD	4X5.25	\$650	\$600	\$575	\$550
BUSINESS CARD-SIZE AD	3.5X2	\$450	\$400	\$375	\$360

**ISLAND AD: ADVERTISEMENT IS SURROUNDED BY EDITORIAL CONTENT, WITH NO ADVERTISEMENTS NEAR IT, SO THAT THE AD STANDS ALONE ON THE PAGE.*

ONE- AND TWO-YEAR PARTNERSHIPS RECEIVE COMPLIMENTARY AD DESIGN BY YRK CREATIVE.



All advertising rates listed are net. YRK Creative and YCEA reserve the right to accept and reject any ads submitted and to position advertising within the magazine at the publisher's discretion. YRK Creative and YCEA may perform quality assurance checks on submitted material to ensure proper print reproduction quality. YRK Creative and YCEA cannot be held responsible for errors or omissions in submitted material.

All payments must be made in advance or on agreed-upon day of payment schedule.

AD SPECS

- **BLEEDS:** Pertain only to full- & two-page ad spreads, front & back cover, and Inside covers only; **pull all bleeds .125 inches.**
- **DIGITAL FILE SUBMISSIONS:** Embed or outline all fonts or include all fonts and graphics packaged with native files. All material must be submitted as final, camera-ready art.
- **MINIMUM RESOLUTION REQUIRED:** 300 dpi, high-resolution files
- **FILE FORMATS ACCEPTED:** High-resolution PDF, packaged InDesign files, or .eps format

CUSTOM-CREATED ADS BY YRK CREATIVE

YRK Creative can develop custom-created ads upon request. Ad creation will include production of one ad using advertiser-supplied photography and text with one set of revisions. YRK Creative will provide advertisers with digital proofs, and proofing is the responsibility of the advertiser. Additional services, including custom photography, are also available. One- and two-year partnerships receive complimentary ad design. Please contact Breanna Shorten for pricing.

ABOUT THE YORK COUNTY ECONOMIC ALLIANCE (YCEA)

The York County Economic Alliance (YCEA) is a nonprofit organization formed in 2012 through an affiliation between York County's chamber of commerce and economic development organizations. As York County's economic development leader, the YCEA assists with business advocacy, business expansion, business-to-business promotion, funding, networking, redevelopment, and workforce development. Additionally, the YCEA fosters business connections and promotes York County as a vibrant place to do business.

**Membership: More than 1,080 Member
Organizations Representing More than 50,000
Employees in York County**

144 Roosevelt Avenue, Ste. 100
York, PA 17401
717.848.4000

ABOUT YRK CREATIVE

YRK Creative, a member of the YCEA, is a full-service creative content marketing agency offering **branding, graphic design, photography, public relations and marketing, videography and web design services.** YRK Creative publishes the quarterly lifestyle publication *YRK Magazine* for downtown York and York County.

210 York Street, Suite 102
York, PA 17403
yrkcreative.com

ADVERTISING CONTACT

Breanna Shorten
**CEO & Creative Director,
YRK Creative**

Phone: 717.668.7792
Email: breanna@yrkcreative.com

ADVERTISING MATERIALS SUBMISSION CONTACT

Breanna Shorten
**CEO & Creative Director,
YRK Creative**

Phone: 717.668.7792
Email: breanna@yrkcreative.com

Advertiser Contact Name: _____ Title/Position: _____

Organization/Institution: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

Ad Size

- | | | |
|---|---|--|
| <input type="checkbox"/> FRONT COVER | <input type="checkbox"/> BACK COVER (1/2-PAGE)* | <input type="checkbox"/> INSIDE COVER (FRONT)* |
| <input type="checkbox"/> INSIDE COVER (BACK) | <input type="checkbox"/> FULL-PAGE AD | <input type="checkbox"/> FULL SPREAD (2-PAGE) AD |
| <input type="checkbox"/> ½ PAGE (HORIZONTAL) AD | <input type="checkbox"/> ½ PAGE (VERTICAL) AD | <input type="checkbox"/> ½ PAGE ISLAND (HORIZONTAL) |
| <input type="checkbox"/> ½ PAGE ISLAND (VERTICAL) | <input type="checkbox"/> ¼ PAGE AD | <input type="checkbox"/> BUSINESS CARD-SIZE AD 3.5"X2" |

Rate Per Ad _____ (see *Chamber Connect 2018 Media Guide*)

I authorize advertising insertion(s) in *Chamber Connect* magazine in the following issue(s):

- | | | | |
|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> JAN/FEB 20__ | <input type="checkbox"/> MAR/APR 20__ | <input type="checkbox"/> MAY/JUN 20__ | <input type="checkbox"/> JUL/AUG 20__ |
| <input type="checkbox"/> SEP/OCT 20__ | <input type="checkbox"/> NOV/DEC 20__ | <input type="checkbox"/> JAN/FEB 20__ | <input type="checkbox"/> MAR/APR 20__ |
| <input type="checkbox"/> MAY/JUN 20__ | <input type="checkbox"/> JUL/AUG 20__ | <input type="checkbox"/> SEP/OCT 20__ | <input type="checkbox"/> NOV/DEC 20__ |

YRK Creative & YCEA editors determine ad placement according to editorial content and cannot guarantee placement. To request premium placement please reach out to: Breanna Shorten, breanna@yrkcreative.com. Ads are subject to availability on a first-come, first-served basis.

Payment Method

- PAY BY CHECK (made payable to YRK, LLC) PAY BY CREDIT CARD (Visa, MasterCard, American Express, Discover)
- SEND INVOICE

I hereby authorize the above ad insertion(s) and agree to abide by the General Advertising Terms & Provisions provided by YRK Creative (see last page).

Authorized Signature: _____ Date: _____

GENERAL ADVERTISING TERMS AND PROVISIONS

Rates: All insertion orders for advertising are accepted subject to the terms and provisions of the current rate card. Only publication/placement of the advertisement represents acceptance of advertisement. No conditions, printed or otherwise, appearing on the space ordered billing instructions, or copy instructions that conflict with the publisher's stationed policies and current rate card, will be binding on the publisher.

Acceptance: Advertisements are accepted with the understanding that the advertiser / agency has the right to publish the contents thereof.

Payment Provisions: Payment is due at the time of submission, or within fourteen (14) days of the date of invoice. YRK reserves the right to: (i) charge interest on amounts more than fourteen (14) days past due at a rate of 2% per month or, if lower, the highest rate allowed by applicable law; (ii) issue the final invoice (or pro rata portion thereof) if YRK has requested advertiser and/or advertising agency input or feedback needed for the Services and more than four weeks have elapsed without the advertiser and/or advertising agency providing the requested input or feedback; and (iii) issue interim invoices, due and payable upon receipt, for up to 50% of any increase in fees for the Services resulting from changes in order. Advertiser will be responsible for all costs and fees related to the collection of any amounts past due, including, but not limited to, attorney's fees.

Termination: This Agreement for all insertion orders cannot be terminated by the advertiser and/or advertising agency after the ad commitment is submitted.

YRK, LLC and/or York County Economic Alliance may terminate this Agreement, effective upon 7 days written notice to the advertiser and/or advertising agency, if YRK has requested advertiser and/or advertising agency input, feedback and/or materials needed for the reserved ad space and more than one week has elapsed without the advertiser and/or advertising agency providing the requested input, feedback and/or materials may incur forfeiture of ad space at full cost. YRK, LLC and/or York County Economic Alliance may terminate for material breach of this agreement by advertiser and/or advertising agency by providing 7 days written notice and an opportunity to cure. If such a breach is not cured within that 7 day period, YRK, LLC and/or York County Economic Alliance may terminate this Agreement, and advertiser and/or advertising agency will still be responsible for all costs and fees relating to the advertisement.

YRK, LLC and/or York County Economic Alliance is not liable for any costs or damages if for any reason it fails to publish an advertisement, or any errors in the advertisement (including, but not limited to, those related to dates, content, layout, cropping, misprints, typos or other printing errors), including, but not limited to, loss of revenue, economic, or any other claims of harm or damages.

On termination of this Agreement, or a postponement of the Services requested by the advertiser and/or advertising agency and agreed to by YRK, for any reason, YRK may invoice the advertiser and/or advertising agency, and the advertiser and/or advertising agency will pay YRK, for reserved ad space at full cost to the date of termination or postponement. Any advance payment of fees will be credited against the amount due, and in the case of termination, the balance of advance payment of fees paid by advertiser and/or advertising agency that are not applied to fees due to YRK will be refunded to advertiser and/or advertising agency.