

## A Brief Overview

### MISSION:

To communicate business advice through profiles and articles covering many different aspects of business.

### FOCUS:

Discussing the motivation, integrity, knowledge and ideals needed to succeed in the entrepreneurial world from people in this area.

### TARGET AUDIENCE:

Our readers will be business owners, business leaders and people who have an interest in the business world.

### CONTENT:

The following topics will be included in every addition:

- Q&A with a featured business leader
- Sales & Marketing
- Start-up/small business
- Technology
- Money
- Outside the numbers
- Featured Story

### PRINTED PUBLICATION:

The written quarterly publication will be delivered to every registered business in Chatham and Wallaceburg (eventually all of Chatham-Kent). It will also be comprised of local advertisers.

### WEBSITE/ONLINE PUBLICATION:

The website will allow for readers to view the written publication online as well as visit the websites of our advertisers. It will outline different areas of the magazine, how to become an advertiser, partnerships etc. There will also be an option to be notified when the latest addition is launched via email.

### DISTRIBUTION:

It will be distributed by mail to businesses in Chatham and Wallaceburg (eventually all of Chatham-Kent). The online addition will allow for readers that do not receive the written publication to view the magazine and the advertisers. Distribution of the printed publication will total approximately 2200 additions.

### ADVERTISERS:

All advertisers will be local. We will offer different advertisement sizes and placements that are tailored to small and large businesses.

## Chatham-Kent Chamber of Commerce Advertisement Overview

### CHAMBER OF COMMERCE ADVERTISEMENT OVERVIEW.

Ad. Selection	Non-Member Price	Member Price	Ad Specs.
1/9 of a page	\$225.00	\$175.00	2.35" x 3.38"

If you wish to advertise your business beyond the Chamber of Commerce page,  
please email [INFO@3066WEBDEVELOPMENT.COM](mailto:INFO@3066WEBDEVELOPMENT.COM) or  
call 519-352-3066 for rates.

Approximate advertisement size

