



SAN FRANCISCO  
CHAMBER OF COMMERCE

# MEDIA KIT

## A Smart Buy for Smart Businesses

Advertising with the San Francisco Chamber of Commerce is a smart buy for smart businesses. Utilizing the Chamber’s affordable advertising programs – available exclusively to Chamber members – businesses can increase exposure for your organization and gain new leads. Chamber publications reach a targeted readership of Chamber members, business owners, policy makers in City Hall and Sacramento, civic leaders and editors throughout the San Francisco Bay Area. Advertise today to increase the visibility of your business.

### *San Francisco Business This Week*

Weekly HTML email Newsletter | Circulation: 5,000

The Chamber’s flagship newsletter is distributed to Chamber members every Thursday via email. *San Francisco Business This Week* provides timely information on the activities of the Chamber and its members, key public policy developments and upcoming programs and events of interest to the San Francisco business community.

**Member or Event Spotlight.....\$150**

Specifications: Linkable graphic 102w x 78h to 102 x 100 pixels (JPG format)  
50 words of associated content

**Ad/Event Banner .....\$75**

Specifications: Linkable graphic 174w x 112h pixels (JPG format)

*Deadline to submit materials is the Tuesday before publication. Submit to [goldham@sfchamber.com](mailto:goldham@sfchamber.com).*

*Contact: Gwen Oldham at 415.352.8839 or [goldham@sfchamber.com](mailto:goldham@sfchamber.com).*

### *San Francisco Business This Quarter*

Quarterly print newsletter | Circulation: 2,000

The Chamber’s print newsletter is distributed to Chamber members each quarter (March, June, September, December). The publication provides in-depth information on the activities and events of the Chamber, key public policy developments and spotlights new Chamber members, member anniversaries and other news of interest to the business community.

	1X	2X (10% discount)	4X (15% discount)
<b>Full Page (Back Cover) .....</b>	<b>\$855</b>	<b>\$770</b>	<b>\$725</b>
Specifications: 10.5w x 15.5h 300 dpi, PDF, EPS or TIFF File Format Colors: Black & White OR Dutone PMS288 and Black			
<b>Half Page .....</b>	<b>\$650</b>	<b>\$585</b>	<b>\$550</b>
Specifications: 10.5w x 7.5h 300 dpi, PDF, EPS or TIFF File Format Colors: Black & White OR Dutone PMS288 and Black			
<b>Quarter Page .....</b>	<b>\$375</b>	<b>\$335</b>	<b>\$320</b>
Specifications: 5.0w x 8.5h 300 dpi, PDF, EPS or TIFF File Format Colors: Black & White OR Dutone PMS288 and Black			

*Deadline to submit materials is three weeks before publication. Submit to [goldham@sfchamber.com](mailto:goldham@sfchamber.com).*

*Contact: Gwen Oldham at 415.352.8839 or [goldham@sfchamber.com](mailto:goldham@sfchamber.com).*

## **SFCHAMBER.COM**

San Francisco Chamber of Commerce Website | 30,000+ Monthly Pageviews

The Chamber's website, [www.sfchamber.com](http://www.sfchamber.com), is a leading resource for businesses, consumers and visitors looking for information about San Francisco and the companies that do business here. Receiving thousands of visitors each month, SFCHAMBER.COM provides a proven, trackable and targeted online marketing vehicle to increase the visibility of your business and drive traffic to your business or website.

	Custom Box 220 x 190 pixels 2.930 x 2.530 inches	Custom Rectangle 240 x 400 pixels 3.200 x 5.330 inches
<b>Home Page.....</b>	<b>\$3,850</b>	<b>\$3,250</b>
	Custom Box 220 x 190 pixels 2.930 x 2.530 inches	Custom Title 220 x 50 pixels 2.930 x 0.670 inches
<b>Select Interior Pages.....</b>	<b>\$3,350</b>	<b>\$995</b>
	Leaderboard 728 x 90 pixels 9.710 x 1.200 inches	Custom Box 220 x 190 pixels (2.930 x 2.530 inches)
<b>Business Directory Pages...</b>	<b>\$3,350</b>	<b>\$2,850</b>

*Banners rotate on a random basis upon a site visit. Receive unlimited impressions and click-throughs. Six opportunities per position per page. Term is 12 months for all ads sold.*

*Contact: Tony Alexander at 415.352.8872 or [tal Alexander@sfchamber.com](mailto:tal Alexander@sfchamber.com)*

## **San Francisco Business**

Annual Member Directory and Resource Guide | Circulation: 3,500

The Chamber's annual 120 page magazine and resource guide includes information on San Francisco's economy and is your guide to Chamber member businesses in San Francisco. The publication is distributed to Chamber members and the general public during the first quarter of each year. The Chamber publishes a limited number of magazines bundled with a relocation guide, which are provided to approximately 200 requesting businesses and residents each year.

	Alpha (Shaded Box)	Categorical (50 Word Description)		
<b>Enhanced Directory Listings .....</b>	<b>\$395</b>	<b>\$550</b>		
	Full Page	1/2 Page	1/4 Page	1/8 Page
<b>Feature Section Ads.....</b>	<b>\$4,995</b>	<b>\$2,995</b>	<b>\$1,995</b>	<b>\$1,095</b>
<b>Premium Visibility Positions.....</b>	Available for Inside Front and Back Covers, Center Spreads and other high-visibility pages. Call for details.			
<b>Online and Smart Phone Add-Ons.....</b>	Available with the purchase of a publication ad. Call for details.			

*Deadline to submit materials is the fall before publication. Submit to Village Profile.*

*Contact: Tommy Stroup at [tstroup@sfchamber.com](mailto:tstroup@sfchamber.com) or (800) 600-0134 Ext. 532.*