

# Outlook

The Voice of Lower Bucks County Chamber of Commerce

In each issue of Outlook, the Chamber has a special area called FOCUS. Included with your advertisement is either a separate 100 word maximum article which can contain your company's name, advertorial message, phone number, website, and email address OR a black and white photo of your business, company logo or business setting along with a 50 word maximum article. (Due to space limitations, the Chamber reserves the right to edit articles due to content and/or if the article is over the maximum amount of words.)

Below is a list of the industries that we will FOCUS each month, along with the advertising/advertorial deadlines. Advertorials are accepted via: voice, fax or email. Maximum of three advertorials per member within twelve months.

## 2011 focus editorials schedule

ISSUE	EDITORIAL FOCUS/DESCRIPTION	DEADLINES
January	Accounting/Financial, Software Solutions, Personnel/Executive Recruiters	11/8/10
February	Law Firms, Insurance Services, Bankruptcy Firms, Collection Agencies	12/13/10
March	Banking, Financial Planners, Financing Companies and related industries	01/12/11
April	Medical Centers, Hospital, Nursing/Adult Centers, Chiropractor, Non-Profits	02/7/11
May	Travel & Tourism, Hotels, Conference Planning, Bed & Breakfasts, Catering	03/14/11
June	Environmental, Recycling, Maintenance, Manufacturing and related industries	04/11/11
July	Private Schools, Colleges, Educational Enrichments, Child Care Services	05/16/11
August	Buying and Leasing Autos, Office Equipment and Supplies	06/13/11
September	Realtors, Management Consultants, Real Estate Appraisals/Consultants	07/11/11
October	Architects, Builder, Office and Industrial Parks, Business Interiors	08/15/11
November	Technology, Computer Consultants and Suppliers, and related industries	09/12/11
December	Communications, Marketing and Advertising PLUS Holiday Issue	10/10/11

**Inserts:** Once copy is approved by Chamber - Customer supplies 2,000 copies to the Chamber.

Rates are as follows:

**One Month** - \$505.;

**Three Months** - \$475. each month;

**Six Months** - \$445. each month;

**Twelve Months** - \$414. each month.

**Non-Profit** - \$317. each month

Once the Insert is approved by the Chamber, printing can be arranged at the following rates.

These rates will be invoiced directly to your company from the printer.

Black ink on single sided insert printed on color paper - \$95.00;

Black ink on double sided insert printed on color paper - \$143.00;

Black ink on one side of paper, two or four color ink on one side of paper printed on white paper - \$605.00;

Four color ink on single sided paper printed on white paper - \$548.00;

Four color ink on double sided paper printed on white paper - \$719.00.

**Design Fee:** If necessary, a one time design fee includes:

One scanned image, logo and typesetting. Camera ready laser copy provided for future use.

Pricing as follows: Business Card \$55., 1/6 page \$80., 1/4 page \$100., 1/3 page \$160., 1/2 page \$190 and a full page \$225.

**Deadlines:** Space reservation is due forty days prior to publication date.

Advertising materials are due thirty days prior to publication date.

Rates effective with January 2008 issue. Updated 9/17/10

Advertising is available only to companies that are members of the Chamber in good standing.



**Lower Bucks County  
Chamber of Commerce**

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