



Advertising **ONLY**
works
when it **CONNECTS**
with your market.
Right?

So Get Connected

FACTS:

- **Average** readership for 2011 is over 20,000 per issue
- **91%** of Roanoke Regional Chamber members read the magazine on a regular basis.
- **According** to reader surveys the magazine is displayed in over 100 waiting lobbies throughout the region with an average readership of 12 to 15 per issue.
- **75%** of readership is companies with more than 10 employees, 27% of readership is companies with more than 100 employees.
- **66%** of readership - CEO's, executives, managers, administrators, or partners.
- **43%** of readership is over 51... top decision makers. 85% of readership is over 35.
- **Reader** surveys indicate that 98% are interested in individual profiles and 99% in business profiles.



BARRY WRIGHT
Publisher

Bonnie Brown, Sales Manager

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E-MAIL: bonnie@rppublisher.com



get connected!

I N T R O D U C I N G

BUSINESS connections

The voice of business from the Roanoke Regional Chamber

Connect with Chamber Members:

- New columns and feature articles
- Business profiles
- Business leader profiles
- Member news
- Upcoming events
- And more!

Connect with the Region's Business Leaders:

- Reaches more than 20,000 regular readers.
- 83% of readers are business decision makers.
- 66% of readers are CEO's, executives, managers administrators, or partners.
- 91% of Roanoke Regional Chamber members read it on regular basis.



For Ad Rates and Information, call



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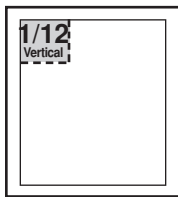
**ROANOKE
REGIONAL
CHAMBER OF
COMMERCE**



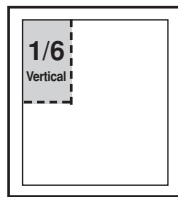
Put your money where your market is.

Put your strongest ad message right on the desks of the Roanoke region's top business leaders and decision makers. Get more value for your advertising dollar. Place your ad in the Roanoke Regional Chamber's quarterly publication - *Business Connections*.

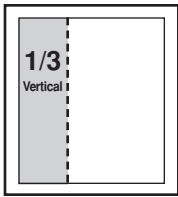
Quarterly • A Full Color Business Magazine Reaching a Regional Market • Readership of over 20,000
 Directly Mailed to All 1,500 Roanoke Regional Chamber Contacts • 83% of Readers are Business Leaders and the Decision Makers • 50% of the Readers Control More than \$1 million in Firm Revenue • Over 50% have Annual Incomes of over \$75,000 • **Business Connections** is a Great Marketing Tool for Companies



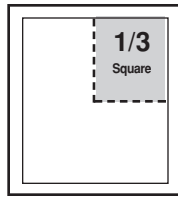
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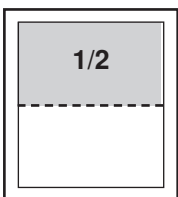
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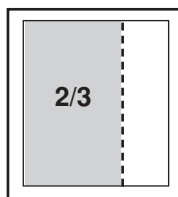
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Actual Size:
4-3/4"x4-3/4"



Actual Size:
7-1/2"x4-3/4"



Actual Size:
4-3/4"x9-3/4"



Bleed Size:
9"x11-1/2"
Non-Bleed Size:
7-1/2"x9-3/4"

ADVERTISING RATES 2012

	1x	4x
1/12 vertical	\$204	\$175
1/6 vertical	\$365	\$315
1/3 vertical or sq.	\$652	\$567
1/2 page	\$900	\$784
2/3 page	\$1134	\$990
Full page	\$1558	\$1341
Cover 2	\$2030	\$1707
Cover 3	\$1627	\$1442
Cover 4	\$2496	\$2220
Cover 1	\$1707	\$1442

Non-Member Rate: Add \$250

2012 SCHEDULE

	Ad Deadline	Distribution
1st Quarter	January 20	March 1
2nd Quarter	March 30	May 1
3rd Quarter	June 8	June 29
4th Quarter	October 19	November 16



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