

memphis CROSSROADS

A Publication of The Greater Memphis Chamber

Memphis Crossroads, quarterly periodical for The Greater Memphis Chamber, has gone DIGITAL. The full-color print publication is distributed four times annually, mailed to over 6,000 member subscribers, and available free in the Chamber's "Newcomer Kit." Our corresponding interactive digital issue is available free online and promoted virally to over 4,300 email subscribers and through the Chamber's social media outlets. Every issue features new relevant stories in the following categories: **Corner Office, Economic Development, Inside the New..., Entrepreneurship, Bioscience and Logistics.** Cover themes this year include: **Green Business** (March), **Top Young Professionals** (June), **Arts and Business** (September) and **Top Economic Development Stories of 2012** (December).



Sizes & Rates:

	Bleed				Non-Bleed			
	Inside Front Cover Spread 17" x 11"	Inside Front Cover 8 1/2" x 11"	Back Cover 8 1/2" x 8"	Full Page w/ Bleed 8 1/2" x 11"	2/3 Page 7.5" x 7.5"	1/2 Page Horizontal 7.5" x 5"	1/2 Page Vertical 3.75" x 10"	1/4 Page 3.75" x 5"
	Member- \$2,500 Non-Member- \$2,800	Member- \$1,800 Non-Member- \$2,000	Member- \$1,950 Non-Member- \$2,200	Member- \$1,350 Non-Member- \$1,550 (4 Per Issue)	Member- \$1,000 Non-Member- \$1,200	Member- \$800 Non-Member- \$900	Member- \$400 Non-Member- \$550	

MORE INFORMATION

Mechanical Specifications:

Ad materials are acceptable in one of the following forms: PDF file or Adobe InDesign CS3. All advertising in *Memphis Crossroads* is four-color. Bleeds are available for all full-page advertising.

Payment Terms & Conditions

Contracts may be cancelled only if written notice is received within 48 hours of contract signing. This contract is with named firm (Advertiser/Agency). Change of ownership or management will not dissolve contract obligations. All charges are due and payable upon publication of each advertisement covered under this contract. Advertisers will be invoiced monthly and payment is required within 10 days of notice. In the event that payment is not made by Advertiser/Agency in accordance with conditions of this contract, Advertiser/Agency agrees to pay for legal fees incurred by The Chamber to obtain collection. Agency/Advertiser also agrees to pay 10% per month on the unpaid balance due after delivery of publication (publication date). The Chamber shall not be bound by any promises or agreements not contained herein, nor shall such relieve Advertiser/Agency of their obligations hereunder.

For more information about advertising in Memphis Crossroads, please speak with your Business Development Consultant or contact Tunga Lee at tlee@memphischamber.com or 901-543-3571.

e Newsletter

: A WEEKLY UPDATE FROM THE GREATER MEMPHIS CHAMBER :

The Chamber's email newsletter (eNewsletter) is distributed weekly to over 4,000 email subscribers, and features a Lead Story and two complimentary sections dedicated to promoting upcoming Chamber events and the latest updates.

ADVERTISING

We are offering advertising opportunities for each section of our eNewsletter. By sponsoring a section, you'll show your pride in being a Chamber member investor and display that support to over 4,000 email subscribers. If you are interested in advertising, contact your Business Development Consultant or contact Tunga Lee at tlee@memphischamber.com or call 901-543-3571.

Advertising Rates

eNewsletter Sponsorship (TOP)	
Monthly (ad in four editions)	\$850.00
Quarterly (ad in 12 editions)	\$2,000.00
Annually (ad in 48 editions)	\$7,200.00

Upcoming Events Sponsorship / Latest News Sponsorship

Monthly (ad in four editions)	\$650.00
Quarterly (ad in 12 editions)	\$1,500.00
Annually (ad in 48 editions)	\$5,400.00

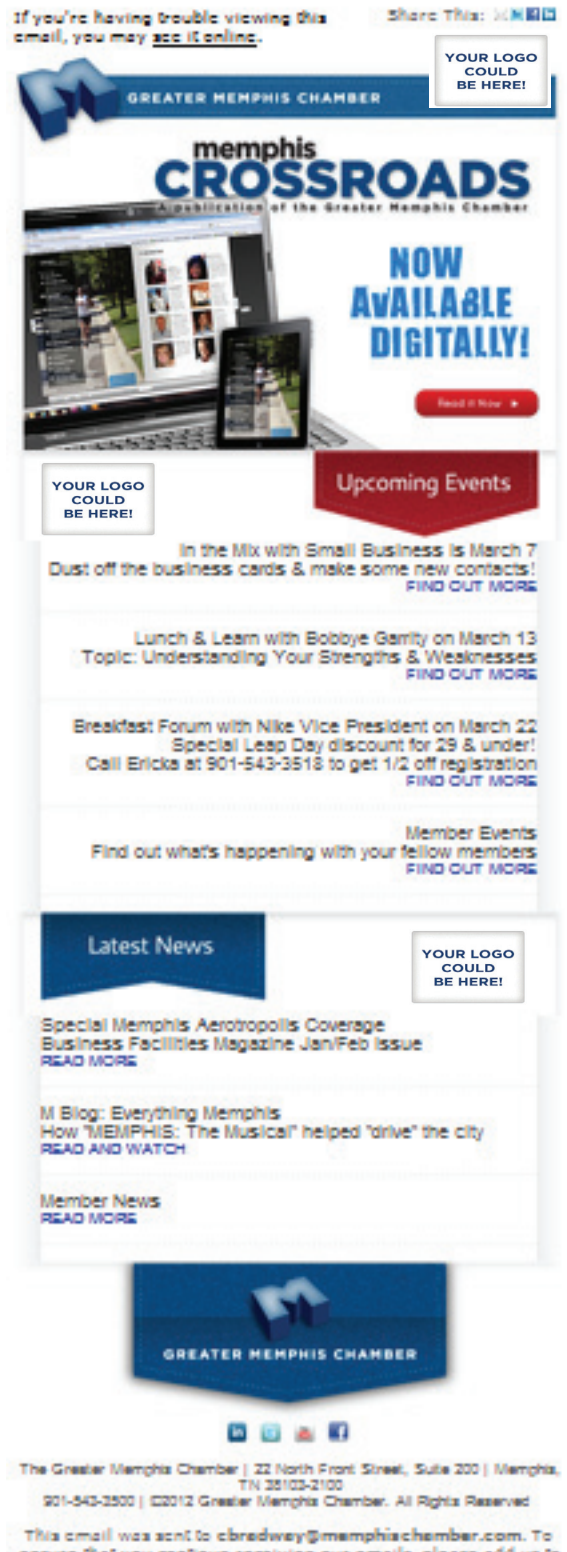
MORE INFORMATION

Mechanical Specifications:

Acceptable image formats are *.gif, *.jpg, and *.png. Ad logo files are to be received no later than three working days prior to distribution. Files are to be emailed to the Chamber's Communications Department via Christina Meek at cmeek@memphischamber.com.

Payment Terms & Conditions

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WEBSITE

WWW.MEMPHISCHAMBER.COM

The Chamber's dynamic new website is intended to be the primary information-gateway for our community. Visitors will find everything they need to know about living, working, playing and doing business in Memphis, Tennessee.

Home Page Advertising

This "Logo" ad is prominently positioned on the homepage and links back to the website of your choice.

Pillar Landing Page Advertising

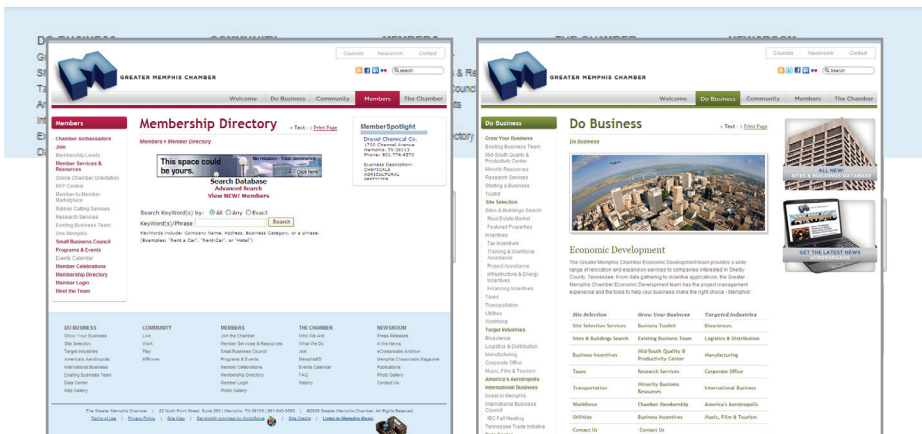
This "Logo" ad is prominently positioned on one of the four key pillar landing pages: Do Business, Community, Members, or The Chamber, and links back to the website of your choice.

Membership Directory Advertising

The Chamber's website includes a search engine function for our Membership Directory Database. Your banner advertisement is prominently displayed above the search dialogue box based on user search criteria.

Individual Sub-Page Pricing

The Chamber's website is full of fascinating content about the city of Memphis and the surrounding areas, including research data, business listings, and descriptions and calendars for local events. If you purchase advertising on an individual page, your logo ad is prominently displayed in the sidebar of the page of your choice. Multiple page rates are available.



MORE INFORMATION

Mechanical Specifications:

Acceptable file formats are *.jpg and *.eps. Ad logo files are to be received no later than one week prior to contract date. Files are to be emailed to your Christina Bradway at cbradway@memphischamber.com. For more information, please contact your Business Development consultant, or call the Chamber at (901) 543-3500.

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Website Advertising

For an up-to-date list, visit memphischamber.com/sitemap.aspx

GREATER MEMPHIS CHAMBER WELCOME PAGE

- Quarterly\$3,000.00
- Annually.....\$10,000.00

DO BUSINESS (LANDING PAGE)

- \$1,500.00 / quarter
- \$5,500.00 / year
- \$7,500.00 / Annual Pillar Buyout

- Grow Your Business
- Existing Business Team**
- Minority Resources
- Research Services
- Starting a Business
- Toolkit**
- Site Selection**
- Sites & Buildings Search
- Real Estate Market
- Featured Properties
- Incentives
- Tax Incentives
- Training & Workforce Dev.
- Project Assistance
- Infrastructure & Energy
- Financing and Incentives
- Taxes**
- Transportation
- Utilities
- Workforce**
- Youth Career Dev. Program
- Bioscience
- Logistics & Distribution
- Manufacturing
- Corporate Office
- Music, Film & Tourism
- America's Aerotropolis***
- International Business
- Invest in Memphis
- Data Center**
- Map Gallery
- Meet The Team

COMMUNITY (LANDING PAGE)

- \$1,500.00 / quarter
- \$5,500.00 / year
- \$7,500.00 / Annual Pillar Buyout

- About Memphis**
- Climate
- Cost of Living**
- Cost of Living Calc.**
- Education**
- Healthcare
- Neighborhoods**
- Transportation
- Moving To Memphis**
- Commuting
- Employers**
- Job Hunting**
- Get Involved
- Training
- Workforce Quick Facts
- Performing Arts
- Museums & Attractions**
- Virtual Gallery
- Live Music & Nightlife
- Festivals & Events
- Get Outdoors ...

THE CHAMBER

- LANDING PAGE NOT FOR SALE
- \$5,000.00 / Annual Pillar Buyout

- Advertising
- Job Opportunities**
- FAQ**
- History
- Chamber Ambassadors
- Construction Professionals
- Environmental Council
- MemphisFirst Business Cont.
- eNewsletters**

MEMBERS (LANDING PAGE)

- \$1,500.00 / quarter
- \$5,500.00 / year
- \$7,500.00 / Annual Pillar Buyout

- Join
- Membership Levels
- Membership Application
- Membership Drive
- Events Calendar**
- Community Calendar
- Member News
- Member Services & Resources**
- Affinity Program***
- Online Chamber Orientation
- Connect For Lunch
- Member-To-Member Marketplace
- Ribbon Cutting Services
- Programs & Events**
- Small Business Council
- Member Ribbon Cuttings & Celebrations
- Member-Hosted Events
- Membership Directory**
- Meet the Team ...

- Memphis Crossroads**
- Publications
- Photo Gallery
- Press Releases
- Public Policy Committee
- Regional Economic Development Council
- Regional Logistics Council
- Newsroom ...**

Pages sell for \$1,000.00 / quarter. **Bold Pages are Top-30 heavy traffic pages which sell for \$1,500.00 / quarter.**

Italic Pages are Keyword-driven Advertising Sales and are \$1,000.00 per keyword.

* 5% discount for multiple page purchases in multiples of 5. ** Pillar buyout rate includes advertising on all sub-pages for that pillar.

PREMIUM CONTENT

WEBSITE

WWW.MEMPHISCHAMBER.COM

What is Premium Content?

The Chamber has designed and produced new web pages and products that share timely, original information or tell stories using multimedia.

Chamber Newsroom

The Chamber Newsroom is a news portal, updated weekly, that carries news written by the Chamber, for the Chamber, and often involving Chamber members. Advertising is available on the main page and on individual blog landing pages.

Blogs

Blogs (short for web logs) are brief, casual stories that feature video, graphics, photos, and links. The Chamber has several staff and guest bloggers who routinely write about events and topics that will interest Chamber members and website visitors alike. The Newsroom page is fed by all of the blogs combined, but each blog topic has its own landing page, allowing visitors to search through blog posts specific to the topic they are most interested in.

Current Chamber Blogs:

- ACCESS
- M Blog: Everything Memphis
- Memphis Fit
- Small Business, Big Ideas
- The Soundtrack Project

The screenshot displays the Greater Memphis Chamber Newsroom website. At the top, there is a navigation bar with links for Newsroom, Blogs, Stories, Soundtrack, Archive, and Welcome. The main content area is divided into several sections:

- SMALL BUSINESS, BIG IDEAS:** Features a post titled "Your Email Signature Could Be Costing You Business" with a sub-headline "Your email signature may not have been something you have thought about much. However, that doesn't mean it doesn't matter. It does matter. It can matter a lot, actually."
- M BLOG: EVERYTHING MEMPHIS:** Features a post titled "How 'Memphis: The Musical' helps to 'drive' the city" with a sub-headline "'Memphis,' a Tony award-winner, was Broadway's most award-winning musical of the 2009-2010 season. Thanks to the involvement of the Orpheum and its president and CEO Pat Halloran, the musical brought its New York success to the town of its inspiration in October as the opening site of its national tour."
- ACCESS:** Features a post titled "How Safe Is U.S. Rail? [Infographic]" with a sub-headline "How safe are America's railroads? An original infographic presents data from the Federal Railroad Administration Office of Safety Analysis."
- M BLOG: EVERYTHING MEMPHIS:** Features a post titled "Rewind with Governor Haslam and Mayor Wharton" with a sub-headline "Part of the Chamber's role in Memphis is to represent Memphis business interests, large and small, to our legislators and political leaders. Recently, we held 'A Conversation With...' Memphis Mayor A.C. Wharton, Jr. and a luncheon with Tennessee Governor Bill Haslam. In case you missed them, watch our..."
- LATEST GMC PRESS RELEASES:** Lists several press releases, including "Chamber Announces Billion Dollar Year For 2011" and "Delta Sky Magazine Highlights Memphis in December Issue".
- RELATED LINKS:** Lists several links, including "Memphis Bioworks Foundation and INNOVA Launch ZeroTo5to Medical Device Accelerator" and "NBC Rock Center: Absolutely, Positively: How FedEx delivers".

At the bottom of the screenshot, there are three smaller preview cards for "BIG IDEAS", "ACCESS", and "ACCESS", each with a brief description and a "Read More" link.

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