

This is Hampton Roads 2017

Make their first impression the last place they look! Whether moving across country or across town, people who are relocating want to make a fresh start. According to *Moving Targets*, a direct marketing firm, new residents spend an average of \$7,100 on goods and services directly attributable to their relocations.

Furthermore, during the first 24 months after a move, **an estimated 80% of movers** will likely try new products and services from local suppliers and during that time, new residents spend four to six times as much as non-movers on everything from air conditioners to takeout meals. And that makes it very important that you get your name in front of prospective customers first! Extend a warm welcome to relocated businesses and individuals new to Hampton Roads with an ad in the region's oldest running newcomer's magazine, "This is Hampton Roads." Chances are, you'll gain a new, loyal customer!

OPPORTUNITY	This high quality, annual, glossy newcomer's guide is designed to introduce the prospective relocating business or individual to the many attractions and features of Hampton Roads. The Hampton Roads Chamber has been producing <i>This is Hampton Roads</i> for more than 25 years.
FEATURES	More than 20 informative articles describing the lifestyle and amenities of Hampton Roads. Advertising blends naturally into the text. You'll find descriptions of the 17 cities and counties of Hampton Roads; eye catching color photography capturing the beauty of our region; lists of educational centers, medical facilities, museums, festivals, major businesses and city demographics.
DISTRIBUTION	<ul style="list-style-type: none"> ➤ 15,000 copies distributed. ➤ The single, largest distribution of <i>This is Hampton Roads</i> is to active duty military relocating to Hampton Roads bases on the Peninsula and the Southside. ➤ <i>This is Hampton Roads</i> is included in every relocation packet mailed out to individuals and business that call the Chamber for relocation information and over-the-counter distribution at the Chamber's office. ➤ Chamber members such as realtors, financial institutions, health care providers, housing providers and firms that also distribute employment and corporate relocation information. ➤ Available through Armed Services Relocation Service Centers, which provide welcome packets for thousands of active-duty military and reporting, stationed and retired military. ➤ Distributed by NATO to officers and staff members from all 26 nations that are relocating to Hampton Roads for tours of duty extending up to 3 years. ➤ <i>This is Hampton Roads</i> is available to selected convention and visitors groups. ➤ <i>This is Hampton Roads</i> advertisers also receive copies for their own distribution. ➤ Distributed by local Economic Development Offices.

This is Hampton Roads 2017 | Rate Sheet

Size/location	Chamber Member Pricing - Full Color	Non-Member - Full Color	Chamber Member Pricing - Early Bird Full Color	Non-Member Pricing - Early Bird Full Color	Chamber Member Pricing - Black & White	Non Member Pricing - Black & White	Chamber Member Pricing - Early Bird Black & White	Non Member Pricing - Early Bird Black & White	Chamber Member Non-Profit Rates	Non-Member Non-Profit Rates
Back Cover - Members Only		Not Available	N/A	Not Available	N/A	Not Available	N/A	Not Available	Not Available	N/A
Inside Front Cover - Members Only	\$4,856.00	Not Available	\$4,370.00	Not Available	N/A	Not Available	N/A	Not Available	\$3,714.50	N/A
Page 2- Right Read Members Only	\$3,958.90	Not Available	\$3,599.00	Not Available	N/A	Not Available	N/A	Not Available	\$3,059.15	N/A
Inside Back Cover - Members Only	\$4,769.00	Not Available	\$4,292.00	Not Available	N/A	Not Available	N/A	Not Available	\$3,648.20	N/A
Double Truck Centerfold - Members Only		Not Available		Not Available	N/A	Not Available	N/A	Not Available		N/A
Double Truck NON center fold	\$5,258.88	\$5,784.77	\$4,780.80	\$5,258.88	N/A	N/A	N/A	N/A	\$4,470.15	\$4,733.00
Full Page	\$3,636.00	\$3,999.60	\$3,272.00	\$3,599.20	\$2,884.00	\$3,172.40	\$2,596.00	\$2,855.60	\$2,781.20	\$3,239.28
3/4 Page	\$2,982.00	\$3,280.20	\$2,767.00	\$3,043.70	\$2,338.00	\$2,571.80	\$2,104.00	\$2,314.40	\$2,351.95	\$2,739.33
1/2 Page	\$2,322.00	\$2,554.20	\$2,089.00	\$2,297.90	\$1,797.00	\$1,976.70	\$1,617.00	\$1,778.70	\$1,775.65	\$2,068.11
1/3 Page	\$2,019.00	\$2,220.90	\$1,817.00	\$1,998.70	\$1,560.00	\$1,716.00	\$1,404.00	\$1,544.40	\$1,544.45	\$1,798.83
1/4 Page	\$1,694.00	\$1,863.40	\$1,524.00	\$1,676.40	\$1,231.00	\$1,354.10	\$1,107.00	\$1,217.70	\$1,295.40	\$1,508.76
1/8 Page	\$979.00	\$1,086.00	\$816.00	\$987.80	\$906.00	\$996.60	\$816.00	\$897.60	\$693.60	\$889.02

This is Hampton Roads 2017 | Ad Specs



Ad may be provided on and contain:

- CD or Zip drive
- All fonts and images

- *Photography should be no less than 300 dpi
- *Ads must be submitted in 300 dpi CMYK
- *A color proof should be submitted with the file

Ads can be accepted in the following formats:

- EPS, JPEG or TIFF
- When providing an ad in EPS format, all fonts should be converted to outlines
- An EPS, JPEG or TIFF file may be e-mailed if the file size is under 5 megabytes
- High-resolution PDF 300 DPI
- Larger files should be provided on CD or Zip 100 disc

Print Ad Sizes:

-Double Truck Center	16 9/16" (w) x 11" (h)	-Non-Bleed	16 1/16" (w) x 10 1/2" (h)
-Full Page	8 5/8" (w) x 11 1/8" (h)	-Non-Bleed	7 1/2" (w) x 10" (h)
-3/4 Page	7 1/2 " (w) x 7 1/4 (h)		
-1/3 page vertical	2.334 (w) x 10" h	-Square	4.917" w x 4.875 h
-1/2 Page Vertical	3 11/16" (w) x 10" (h) 3	-Horizontal	7 1/2" (w) x 4 3/4 (h)
-1/4 Page Vertical	11/16" (w) x 4 3/4 "(h)	-Horizontal	7 1/1" (w) x 2 1/4 (h)
-1/8 Page	1.88" (w) x 2.25" (h)	-Horizontal	3 3/4" (w) x 2 1/2" (h)

Questions? Ad too large to e-mail?

Please contact Priscilla Monti at 757-664-2503.

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Advertising Contract/ Space Reservation

HAMPTON ROADS CHAMBER
500 EAST MAIN STREET, SUITE 700, NORFOLK, VA 23510
CONTACT: Shannon Curtin P: 664-2501 F: 622-5563 E: scurtin@hrchamber.com

(Please Print)

Company _____

Representative/Title _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Advertiser is a current Hampton Roads Chamber of Commerce Member

Check all that apply (Check rate sheet for prices):

- | | | |
|--|--|--|
| <input type="checkbox"/> Chamber Member rate | <input type="checkbox"/> ¾ Page Vertical | <input type="checkbox"/> ¼ page horizontal |
| <input type="checkbox"/> Color | <input type="checkbox"/> ¾ Page Horizontal | <input type="checkbox"/> 1/8 page horizontal |
| <input type="checkbox"/> Black & White | <input type="checkbox"/> 1/3 page vertical | |
| <input type="checkbox"/> Double Truck Interior | <input type="checkbox"/> 1/3 page square | |
| <input type="checkbox"/> Full-page | <input type="checkbox"/> ½ page vertical | |
| | <input type="checkbox"/> ½ page horizontal | |
| Instructions _____ | <input type="checkbox"/> ¼ page vertical | |

- Artwork should be in 300 dpi CMYK. PDF files preferred. Advertiser must include color proof with their ad file. Advertiser agrees to provide all design & artwork. Price does not include cost of ad design and production.

Cost of Ad(s) \$ _____ Amount Received \$ _____ Date Received _____

★ **Company Representative Signature** _____

All contracts MUST be signed by an authorized representative of the advertiser.

SOLD BY:

Volunteer/Staff Name (Print) _____