2024-2025

AUBURN CHAMBER

WELCOME



WELCOME is a publication of the Auburn Chamber and the official community and relocation publication for the City of Auburn and Auburn University.

WELCOME is an annual publication of the Auburn Chamber designed to introduce newcomers to the Auburn area. Over 10,000 WELCOME magazines are distributed each year through the Auburn Chamber, Auburn University, by area realtors, and local businesses. The publication is also housed on the chamber's website in an online format available at all times.



AUBURN CHAMBER

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LET'S CONNECT

ADVERTISING RATES

FULL COLOR	1 YEAR CONTRACT	2 YEAR CONTRACT (per issue)
Full page	\$2,750	\$2,530
2/3 page	\$1,980	\$1,815
1/2 page	\$1,430	\$1,320
1/3 page	\$1,110	\$1,000

PREMIUM	1 YEAR CONTRACT	2 YEAR CONTRACT (per issue)
Inside Front Cover	\$3,575	\$3,404
Page 1	\$3,498	\$3,327
Inside Back Cover	\$3,498	\$3,327
Back Cover	\$3,740	\$3,558

ADVERTISING SPECIFICATIONS

NON-BLEED	WIDTH	DEPTH
Full page	7-3/8"	9-7/8"
2/3 page	4-5/8"	9-7/8"
1/2 page horizontal	7-3/8"	4-5/8"
1/2 page vertical	4-5/8"	7"
1/3 page vertical	2-1/4"	9-7/8"
1/3 page square	4-5/8"	4-5/8"
BLEED	WIDTH	DEPTH
Full page	8-5/8"	11-1/8"

Deadline for 10 % early bird discount is 1/31/24.

Camera-ready artwork and payment is due in full by March 1.

Ads must be eps, pdf, or jpg format in a resolution of 300 dpi with all fonts converted to paths.

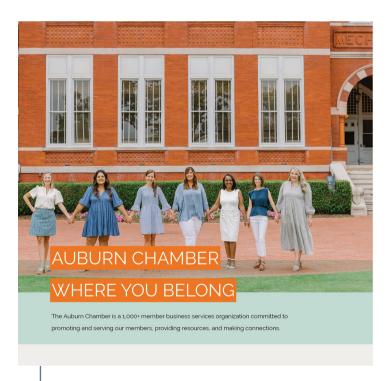
Please email ads to stephanie@auburnchamber.com.

WELCOME

COVER & FEATURED ARTICLES

The Auburn Chamber is delighted to unveil an exciting new opportunity for our members. Now, you can showcase your business on our magazine's front cover and in prominent feature articles. Our front cover offers your business the chance to feature the chamber team at a location of your choice in Auburn. It includes your chosen feature article title prominently displayed on the magazine's cover and a full-page spread complete with a photoshoot.

Additionally, we are offering a limited number of featured article slots within the magazine. This is a fantastic chance to promote your business and share your unique story. Don't miss out on this exclusive advertising opportunity!



AUBURN CHAMBER

auburnchamber.com

Welcomel We are so happy to have you here in Auburn. Whether you are new to the Auburn community, looking to connect and become part of the growing Auburn business community, or are an established resident ready to grow your circle or business, we're excited to partner with you.

The Auburn Chamber is a 1,000+ member business services organization committed to untimig the business community and working to keep both employees educated and informed. We offer a number of valuable benefits and services for our members. We're always searching for new ways to serve and always ready to welcome new members to join us.

Listed below are a few of the programs we offer throughout the year:

Auburn Young Professionals - AYP is open to employees of Auburn Chamber members ages 21-40. The program emphasizes professional development, community service, and social engagement.

Blessing of the City - This annual event is an opportunity for the community to gather together for a time of fellowship, reflection, and prayer. Clergy from different denominations offer blessings over different aspects of the community.

Business After Hours - This networking event allows members to showcase theil businesses in a casual, fun atmosphere

Clay Shoot - The annual Clay Shoot is an opportunity for members to networ and enjoy a day of sporting clays with colleagues.

Entrepreneurship Panel - Each year, th Auburn Chamber invites a panel of loca entrepreneurs to share their experience and advice with local high school students. Women in Business program - Events hosted throughout the year provide opportunities for women to connect and serve, including the annual Women in Business Luncheon.

Golf Classic - The annual Golf Classic allows members to enjoy a day of golf while networking and making new contacts.

Industry Appreciation Event - This annual celebration provides a platform to thank industry partners who continually invest in Auburn. The entire membership is invited to attend as well as city leadership.

Leads to Business - Leads to Business is an event dedicated to networking. Join us to meet other Auburn Chamber members and make new business contacts.

Legislative Update - This event is an opportunity for the membership to mee legislators and discuss current issues with the area's local delegation.

Shop Local Dine Local - Citizens are always encouraged to keep tax dollars in the local economy, but a special shop and dine local campaign is held during the holiday season with opportunites to win great prizes.

Public Safety Holiday Appreciation - To show special appreciation to the Auburn Public Safety Department for keeping our homes and businesses safe and making Auburn a better place, the Auburn Chamber hosts a meal during July 4th and Thanksgiving.

Auburn Community Initiatives - The chamber partners and collaborates on several projects that impact the community. These initiatives include but are not limited to workforce development support, support of healthcare, education leadership development, food insecurity, and community celebrations.

Featured Articles

@AUBURNCHAMBER







PLEASE NOTE

- Copy should be written in the third person; please do not use the words "I," "we," "me," "us," etc.
- Submissions will be edited for grammar, clarity, length, and in-house style guidelines. This includes addresses, phone numbers, and websites for consistency.
- A 48-hour notice must be given if the photography session needs to be rescheduled.
- Page sides to be determined by photo composition.
- You are not able to purchase the cover feature back-to-back years.
- Early bird discount does not apply to cover or featured articles.
- The cover photo will be the Auburn
 Chamber team at your place of business in Auburn.

STATISTICS

10k+

2.5k+

printed copies

unique monthly website visitors

56%

email open rate housed on partner

websites

SOCIAL MEDIA

28k+

110k+

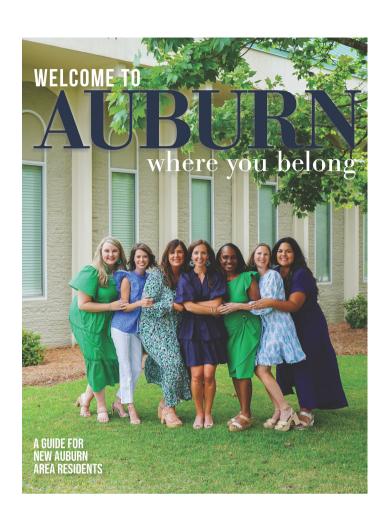
single initial post

average monthly impressions

13k+

average monthly engagement

13k+
audience



DEADLINE

March 1

RATES

Cover \$10,000

• Includes full page spread

2-Page Spread \$5,000

• 17 1/4 x 11 1/8

1 Full Page \$3,000

• 8 5/8 x 11 1/8

WELCOME

ADVERTISING AGREEMENT

Date:		
Advertiser name:		
Contact name:		
Billing address:		
Phone:	Email:	
Ad size:	Ad rate (per issue): \$	Issues (1 or 2)
Discounts: 10% early-advertiser discour	nt (Deadline: 1/31/24)	
Select one of the following: Ad will be sumbitted by the I do not have an ad. Please of Returning Advertiser and I'n	advertiser or an agency. connect me with a list of memb n keeping the same ad as 2023.	ers who provide design services.
TOTAL ADVERTISING INVESTMI		
I, the undersigned, acknowledge as detailed on this form and I at regulations stipulated on this for after confirmation of ad space w	e request for ad space in the Au test that I am authorized to pur rm and elsewhere in the ad sale vill result in advertiser being bill t due date will result in full char	aburn Chamber Welcome magazine rchase space. I agree to abide by the es media guide including: 1) cancellation led for half the cost of the confirmed space; rge for the cost of the confirmed space. In
Advertiser signature:		Date:
Please ret	urn signed contract to stephani	ie@auburnchamber.com

For more information please contact: Stephanie Calhoun | Director of Member Engagement stephanie@auburnchamber.com | (334) 332-4735

