

## ***ADVERTISE, MARKET AND PROMOTE***

There are many ways to advertise, market and promote your business with the Chamber's Business Development and Communication vehicles. We know the importance of building relationships and brand awareness to increase sales and market share. If you have any questions or would like to discuss high profile advertising space available in the monthly newspaper, *the Luminary*, the 2-year printed map or on the world wide web, please contact us at [alison@brisbanechamber.org](mailto:alison@brisbanechamber.org) or call (415) 640-9875

### **ADVERTISING**

The Brisbane Chamber has multiple vehicles to get your message out. Advertising in the Chamber's publications, newspaper, map, directory and website are effective and valuable marketing tools to build and promote your brand, company, special promotions and events.

#### **LUMINARY, THE MONTHLY NEWSPAPER**

This much read monthly printed newspaper keeps you informed with the latest member news, promotions and events, Chamber programs, special events, governmental affairs, and City news. The Luminary is one of the Chamber's most effective and valuable marketing tools to use on a monthly basis. Your message will reach over 3,000 targeted mailing that includes every residential, business and post office box address in Brisbane as well as subscribers in the State of California and the U.S.A. The Luminary is on-line and e-mailed to Chamber members in addition to the 4,000 monthly printed distribution.

#### **PRINTED PAPER BRISBANE MAP**

The printed Brisbane indexed street map is a popular guide to Brisbane. Users appreciate the beauty of map and the view it provides of Brisbane. This much used map is your opportunity to showcase your business to newcomers, residents and potential and existing clients. The map is practical and useful. People need to know about the businesses and services available to them. Advertiser business names appear on the street side of the map along with a street index. Unlike other advertising media, maps are seldom discarded. The map is both printed and on the web.

#### **WEBSITE [WWW.BRISBANECHAMBER.ORG](http://WWW.BRISBANECHAMBER.ORG)**

Local businesses and residents use our website, to view both current and historical Luminaries, the printed Brisbane Map and Brisbane Business and Residential Directory as well as a list of current Chamber members. The web is a much used and valuable resource for products and services.

### **EVENT SPONSORSHIP**

Being an event sponsor or advertising on the indexed B2B B2C special event program is a valuable publication to get the word out about your business. Businesses located in San Mateo and San Francisco Counties attend and showcase their businesses. Contact Mitch Bull at [mitch@brisbanechamber.org](mailto:mitch@brisbanechamber.org) or call 415.467.7283 to learn more about this event and reserving your space.

### **MIXERS / NETWORK@NITE / RED RIBBON CUTTING**

Want to be visible in the community? Mark an important occasion with a red ribbon cutting ceremony and/or a NETwork@NITE Mixer to publicize your business' achievement, products and venue. To schedule your event or have questions, contact Mitch Bull at [mitch@brisbanechamber.org](mailto:mitch@brisbanechamber.org) or call 415.467.7283.



# THE LUMINARY

*Brisbane's Business and Community Journal*

BRISBANE CHAMBER OF COMMERCE MONTHLY NEWSPAPER  
CREATING AN ATMOSPHERE IN WHICH BUSINESS PROSPERS AND THE COMMUNITY THRIVES

## The Luminary Offers Large Advertising Space Opportunities and More Articles With the 11x17 format and Expanded Circulation. Found in Print and the Web in Brisbane and the Greater Bay Area.



The mission of the monthly Luminary is to provide an outlet of information for both business and residential communities; helping each to better understand the positive contributions of all community stakeholders. This common forum provides a vehicle to articulate the business point of view on current events for residents and businesses.



The Luminary is mailed to **every** Brisbane address, including Post Office boxes; and Chamber members who reside in Brisbane and outside of the city, including San Francisco, San Mateo and Santa Clara Counties; San Mateo County Chamber affiliates; and County, State, and Federal elected officials. And, the Chamber newsletter is placed on the Brisbane Chamber of Commerce's Web site, [www.brisbanechamber.org](http://www.brisbanechamber.org). We are the only Chamber of Commerce in San Mateo County that offers this exciting advertising and information tool to both businesses and resident in our community.

### 2018 Advertising Rates

**INSIDE PAGES - BLACK & WHITE. FULL COLOR ADD \$20.00 TO MONTHLY LIST PRICE.**

Description	Size	B/W	B/W_YR	CLR_YR
Full Page	9.6 x 15	\$600.	\$6,336.	\$7,093.
3/4 Page	9.6 x 11.75	450.	4,752.	4,964.
1/2 Page vertical	4.6 x 15	300.	3,168.	3,380.
1/2 Page horizontal	9.6 x 7.3	300.	3,168.	3,380.
1/4 Page	4.6 x 6	200.	2,112.	2,326.
1/8 Page	4.6 x 4	120.	1,268.	1,479.
Jumbo Business Card	4.6 x 2.5	100.	1056.	1,268.
Logo Size	2.2 x 2.2	60.	634.	845.

### BACK PAGE - FULL COLOR

Full Page	10 x 15	1000.
1/2 Page	10 x 7.5	600.
Jumbo Merchant	5.5 x 6.2	500.
Merchant	5 x 5.8	400.
Business	4.6 x 4.8	300.
Coupon	4.6 x 3	200.

With special thanks to our advertisers, who make the Luminary newsletter possible. When reading the Luminary on-line be sure to click on the ads and visit their websites.

\*Sizes are approximation

### Communities Served

All of Brisbane, including:  
Businesses and Residents  
Central Brisbane  
The Ridge  
Crocker Industrial Park  
Bayshore Boulevard  
Industrial Road  
P.O. Boxes  
Sierra Point Parkway

Selected locations in  
San Francisco County  
San Mateo County  
Santa Clara County

World wide web & social media

### Luminary Facts

Mailed on the third week of each month to **All** Brisbane Addresses, P.O. Boxes, and Chamber members.

Distributed throughout the month at businesses, restaurants, hotels and at Brisbane library, post office, city hall and Chamber office.

4500 issues printed each month.

Interactive copies posted to the world wide web and on social media: @BrisbaneLuminary @BrisLuminary

### Layout / Deadline

Camera Ready: PDF, Tiff, EPS  
300 dots per inch  
Color ads saved as CMYK  
Black Color is 0 0 0 100  
PDF submitted as High Resolution

### Article/Press Release Deadline

Articles 300-400 words, business related topics. Due: Second Wednesday of the Month

### Contact Information:

Questions, Articles and Advertisements in the monthly Brisbane Chamber of Commerce newsletter, the Luminary.

Contact: Alison Wilson  
Editor, Marketing & Sales

**Direct: (415) 640-9875**  
**E-mai: [alison@brisbanechamber.org](mailto:alison@brisbanechamber.org)**

Brisbane Chamber of Commerce  
50 Park Place, 2nd Floor  
Brisbane, CA 94005  
[www.brisbanechamber.org](http://www.brisbanechamber.org)

Follow us:

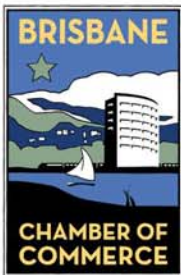
Web: [BrisbaneChamber.org](http://BrisbaneChamber.org)

Facebook @BrisbaneLuminary

@BrisbaneChamberofCommerce

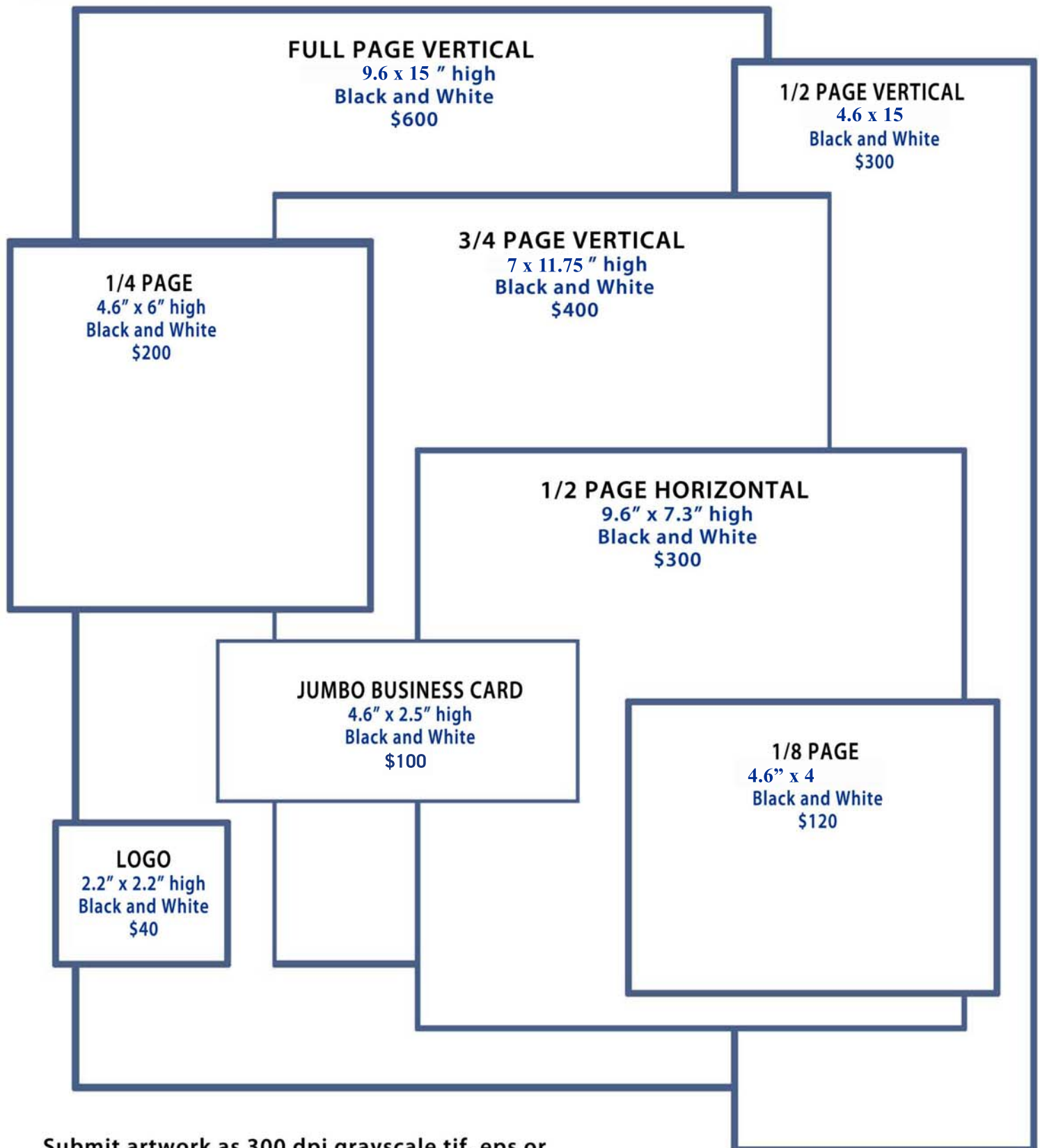
Twitter @BrisLuminary

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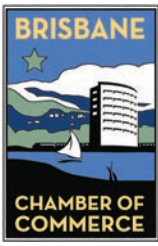


THE MONTHLY NEWSPAPER, THE LUMINARY  
**2018 ADVERTISING RATES / SIZES**

FULL COLOR +\$20 TO LIST PRICE



Submit artwork as 300 dpi grayscale tif, eps or high resolution PDF to [alison@brisbanechamber.org](mailto:alison@brisbanechamber.org) or by mail to Brisbane Chamber of Commerce, 50 Park Place 2nd Floor, Brisbane, CA 94005



# ADVERTISING CONTRACT

## GENERAL INFORMATION

- ☆ Final Payment must be received by net 30 days. Credit Cards accepted.
- ☆ Final artwork must be received within 30 days.
- ☆ Non-refundable deposit required.
- ☆ Advertisements sold on a first-come, first-served basis.
- ☆ Space is limited, reserve your ad space now.

## MEDIA RATES

	Cost	Size	Run Time
<input type="checkbox"/> Monthly Luminary	_____	_____	_____
<input type="checkbox"/> 2 - Year Map	_____	_____	_____
<input type="checkbox"/> Annual Web	_____	_____	_____

## PAYMENT

ADVERTISING RATE: \$ \_\_\_\_\_  
 ARTWORK: \$ \_\_\_\_\_  
 PREPARATION: \$ \_\_\_\_\_  
 ADDITION CHARGES: \$ \_\_\_\_\_  
 TOTAL AD CHARGE: \$ \_\_\_\_\_

DEPOSIT PAID WITH ORDER	BALANCE DUE WITH FINAL AD PROOF
\$ _____	\$ _____

## SPECIAL INSTRUCTIONS

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(1) This contract is with the named firm and change of ownership or management will not dissolve contract obligations. (2) Failure to acknowledge or return proof will not alter contract terms or obligations. (3) All Charges are due and payable on any unpaid Balance upon advertisers receipt of proof, prior to printing. Advertiser agrees to be jointly and severally responsible for full payment thereof in any action brought upon this agreement, venue shall be proper in Brisbane, California, USA and advertiser and agent expressly waive any objections to venue or personal jurisdiction therein. In any such action, the prevailing party shall be entitled to award of reasonable attorney's fees in addition to any other relief granted. (4) In the event that payment is not made by advertiser in accordance with conditions of this contract, advertiser agrees to pay for legal fees incurred by publisher to obtain collection. (5) Publisher shall not be bound by any promises or agreements not contained herein, nor shall any such relieve advertiser or agent of their obligations hereunder. (6) Advertiser agrees to conform to editorial/pictorial style or requirements. (7) Checks should be made payable to the Brisbane Chamber of Commerce.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Chamber of Commerce Representative: Alison Wilson (415) 640-9875 alison@brisbanechamber.org