

The Source Book

2016-2017

Rates 2016

Outside Back Cover - \$3500

- Free website page with article and one image
- Two web ads (one large and one small) including hyperlink
- Web ads on home page and category page
- Free highlighted Member Directory listing
- Spotlight text and image

SOLD
Johnson City Eye Clinic

Inside Front Cover - \$2910

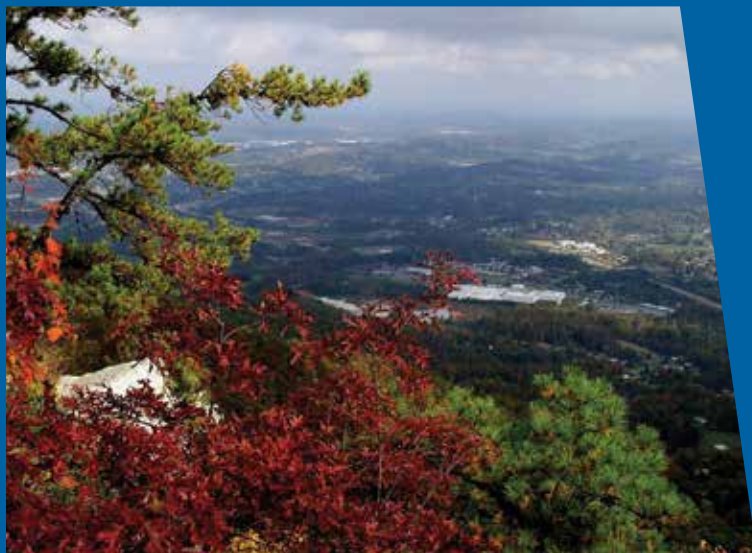
- Free website page with article and one image
- Two web ads (one large and one small) including hyperlink
- Spotlight text and image

SOLD
Wellmont

Inside Back Cover - \$2600

- Free website page with article and one image
- Two web ads (one large and one small) including hyperlink
- Spotlight text and image

SOLD
General Shale



Additional options on back.

Question: What is the most valuable advertising/economic tool exclusively available to Chamber members?

Answer: The Source Book. Here's why...

Longevity. For years, this diverse, annual publication has been introducing its readers to everything Johnson City, Jonesborough and Washington County have to offer.

Reach. Both print and online advertising are included. We maximize exposure of the Source Book website and print-edition, promoting your business to an endless number of viewers—visitors, local consumers, and business-to-business providers.

Value. Rates are designed for budgets of any size and includes our designing your ad, if you prefer. The Source Book provides 365 days of continuous promotion for about the same cost as a week using radio, newspaper, billboards, or the internet.

Options. Each year, advertising options and Source Book content is customized base on your feedback. For 2016, we have added new features such as the "Business Showcase", "Expert Edge" and just for you..."Premiere Realtors".

Johnson City ranked 5th best city in Tennessee to live and 8th to retire! Your Johnson City Convention and Visitors Bureau is finalizing the process to have our community designated as a Retire TN community! This designation guarantees the Source Book will be seen by potential buyers!

"The man who stops advertising to save money is like the man who stops the clock to save time."

— Henry Ford

423.246.0336
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Rates 2016

Full Page - \$2450

- One large web ad with hyperlink

Business Showcase - \$2250

- Full page article showcasing industry "expertise".
- Logo and Headshot or single business image inclusion
- Business contact details
- Placement – Dedicated Showcase section leading into Membership Directory
- Article placement on website
- * Cover participants may purchase at half price - \$1125

Half Page - \$1675

- Free small web ad with hyperlink

Quarter Page - \$1100

- Free small web ad with hyperlink

Expert Edge - \$1100

- Quarter page vertical article, right-hand read
- Headshot or logo included.
- One article accepted per industry.
- Dedicated "Expert Edge" tab on website listing all expert articles

Enhanced Listing \$200 Advertisers and \$250 non-advertisers

- Expanded Membership Directory Listing
- Logo placement above Category business listing
- Color enhanced listing

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Ad Requirements & Specifications

Disk Ready: InDesign, Illustrator, PhotoShop and Adobe Acrobat PDF files. (Macintosh preferred). Please include the fonts used for your ad. Illustrator files should be saved as an .eps with all fonts converted to curves or paths. All Adobe Acrobat PDF files should be distilled for high-quality print resolution and should have all fonts embedded. Convert all spot colors to process.

Copy & Materials Deadline

All ad copy and digital files are due three weeks after the purchase of your advertisement. You will have a chance to review your ad to confirm accuracy of information. For more information please call Emily Macbeth at (423) 246-0336 or emacbeth@absolute.com.

Start Your Adventure
johnson city
Tennessee

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