

INITIATIVES

Huntsville/Madison County Chamber

2024 Membership MEDIA KIT

NOVEMBER 2023

Initiatives magazine is one of the primary vehicles through which we address topics of interest to the business and professional communities in the Huntsville market. *Initiatives* provides the opportunity to profile key subject matter in greater detail than supplied by other platforms. As a result, the publication is read by the recipient and often passed around the office. These magazines are often found in waiting areas and on side tables of offices of executives, doctors, etc. Business men and women are hungry for news they can use, and *Initiatives* plays a key role in providing that information.

MAGAZINE SPECS

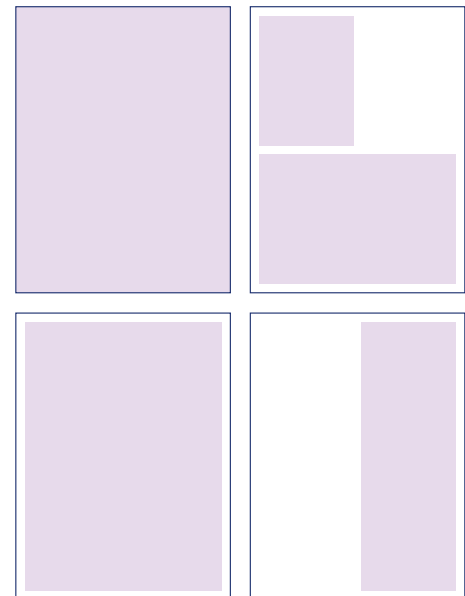
8,500 magazines min. distributed six months per year

AD RATES

ad size	1x	3x	6x	12x
premium page**	\$2,360	\$2,133	\$1,910	\$1,690
advertorial page***	\$2,360	\$2,133	\$1,910	\$1,690
full page	\$1,798	\$1,711	\$1,570	\$1,485
half page	\$ 955	\$ 870	\$ 790	\$ 700
quarter page	\$ 621	\$ 567	\$ 500	\$ 450

** inside front cover, inside back cover, back cover, et al

*** see back for details



AD SIZES

finished publication size	9" x 12"
full page bleed *	9.25" x 12.25" (.125" bleed)
full page non-bleed	8.25" x 11.25"
half page vertical	3.95" x 11.25"
half page horizontal	8.25" x 5.45"
quarter page	3.95" x 5.45"

All ads appear in full color. Please allow a minimum 0.125" from trim for critical artwork.

* Back cover ad size: 9"x9.625" vertical due to postal area. Bleed allowed on sides and bottom of page.

TO ADVERTISE, CONTACT:



Kristy Drake, 10M

Vice President, Investor Relations
256-535-2036 work | 256-651-5305 cell
kdrake@hsvchamber.org



Lakeysha Brown

Director of Member Engagement
256-535-2038 work | 256-520-7827 cell
lbrown@hsvchamber.org

EDITORIAL CALENDAR*

February

- 2023 Executive Committee & Board of Directors
- Small Business Profiles

April

- Federal Agenda
- NASA Update
- ChamberON campaign
- Small Business spotlight

June

- Workforce Update
- Small Business spotlight
- Healthcare Update
- Armed Forces Celebration Preview

August

- Best Places to Work® Winners
- Education Update
- Armed Forces Week recap
- Small Business Awards preview

October

- Industry Insights
- Quality of Life Update
- Entertainment Update
- Shop Local for the Holidays

December

- Para-cycling Look Ahead
- Infrastructure Update
- Economic Development Update

**NOTE: This is subject to change based on the news cycle/announcements that happen in 2024.*

DEADLINES

Issue	Publication Date	Space Reservation	Artwork Due
February	Feb 7	Jan 10	Jan 16
April	April 3	Mar 6	Mar 11
June	June 5	May 8	May 13
August	Aug 7	July 12	July 17
October	Oct 2	Sept 4	Sept 9
December	Dec 4	Nov 1	Nov 8

Note: These have been revised as of October 26, 2023. 2025 deadlines will be updated in Fall 2024.

ARTWORK SUBMISSIONS

Please provide a high-resolution jpeg or PDF with **all fonts embedded or converted to paths/outlines**.

***Advertorial matches full page ad specs – to include advertorial content from someone in your company about news-worthy topics, consumer issues, and/or matters relevant to our readers. Chamber maintains editorial control. Limited to 400 words; must be provided as camera-ready art. The word "Advertorial" will be added to your page in 8pt type.

Send artwork to Kristi Sherrard:
ksherrard@hsvchamber.org

Questions? Call 256-535-2054.

No ad? We can help for an additional \$200. Please provide a rough sketch and high-resolution art (logo, photos, etc.) / minimum of 300 dpi. Maximum of 2 revisions after initial design. Also see details noted in ad agreement.



Initiatives magazine is a publication of the Huntsville/Madison County Chamber.

The mission of the Huntsville/Madison County Chamber is to prepare, develop and promote our community for economic growth. The Huntsville community is the economic hub of the northern Alabama/southern Tennessee region. Huntsville/Madison County's economy is one of the strongest in the nation, with low unemployment, strong job growth and income levels leading the region. Business growth and investment from U.S. and international companies have made it one of the country's top "hot spots" for growing a business and raising a family. Our goal is to secure sustainable economic growth for the future of our community.