

INITIATIVES

Huntsville/Madison County Chamber

2025 Membership MEDIA KIT

OCTOBER 2024

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

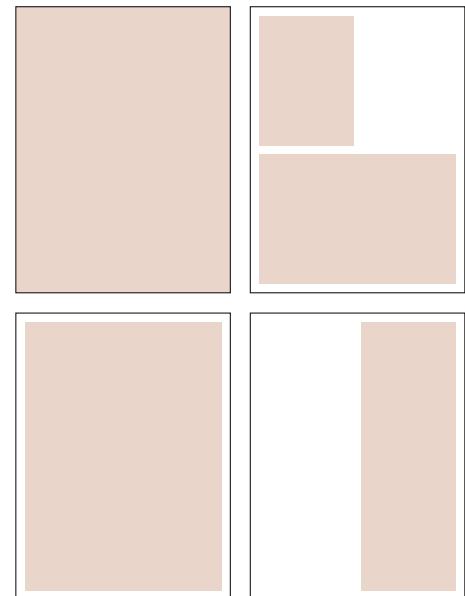
8,500 magazines min. distributed six months per year

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"x 9.625" vertical due to postal area. Bleed allowed on sides and bottom of page.

TO ADVERTISE, CONTACT:



Lakeysa Brown

Director, Membership & Engagement
256-535-2038 work | 256-520-7827 cell
lbrown@hsvchamber.org



Kristy Drake, IOM

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

EDITORIAL CALENDAR*

February

- 2025 Executive Committee & Board of Directors
- Small Business spotlight

April

- Federal Agenda
- NASA Update
- ChamberON campaign
- Small Business spotlight
- Armed Forces Celebration Preview

June

- Workforce Update
- Best Places to Work® Winners
- Small Business spotlight
- Healthcare Update

August

- 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 2025.*

DEADLINES

Issue	Publication Date	Space Reservation	Artwork Due
February	Feb 5	Jan 8	Jan 15
April	April 2	Mar 5	Mar 12
June	June 4	May 7	May 14
August	Aug 6	July 9	July 16
October	Oct 1	Sept 3	Sept 10
December	Dec 3	Nov 3	Nov 10

Note: These have been revised as of October 21, 2024. 2026 deadlines will be updated in Fall 2025.

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 high-res jpeg or PDF. 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 (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.