

# 2020 MEDIA GUIDE

## THE CHAMBER REVIEW



Serving The Entire Central Valley

# CONTENTS

---

**3 Reach**

**4 Editorial Calendar**

**6 Digital Ad Specs & Submission**

# REACH

***The Clovis Chamber of Commerce leads in social media influence, among local competing organizations.***

Our well-established social media presence offers a way for your company to reach business professionals who are active on Facebook, Instagram, LinkedIn, Twitter, Google+ and other platforms. At the Clovis Chamber, nurturing and growing our social media presence is a company-wide effort, leveraging great content and continuously adapting to changes in social media trends.

That's why we're the only Central Valley Chamber to make the Top 100 Social Media Friendly Chambers of Commerce! Our new digital magazine, The Chamber Review, provides an exceptional method for local businesses to expand awareness and reach throughout Clovis, Fresno, and beyond.

With over 31,000+ social followers and 84,000+ annual website visitors, we're building relationships online and on the ground, every day.

Get found by new customers by advertising in our affordable and modern publication. We're excited to offer one of the most technologically advanced digital magazines in the Central Valley and look forward to making continuous improvements as we head into the future.



**JOIN  
ENGAGE  
PROSPER**

# EDITORIAL CALENDAR

## JANUARY 2020 - DECEMBER 2020

ISSUE & CLOSING DATES	EDITORIAL COVERAGE
<p>JANUARY/FEBRUARY</p> <p>Ad Closing: 1/10/20</p> <p>Materials Due: 1/17/20</p>	<ul style="list-style-type: none"><li>• 2020 Salute to Business Luncheon</li><li>• STB Sponsor Highlights</li><li>• Membership Mixer</li><li>• Ribbon Cuttings</li><li>• Good News</li><li>• Coffee/Lunch Connects</li></ul>
<p>MARCH/APRIL</p> <p>Ad Closing: 3/13/20</p> <p>Materials Due: 3/20/20</p>	<ul style="list-style-type: none"><li>• BIG Hat Days Preview</li><li>• BIG Hat Days Membership Mixer</li><li>• Upcoming Chamber Events</li><li>• Chamber Partner Spotlight</li><li>• Ribbon Cuttings</li><li>• Good News</li><li>• Coffee/Lunch Connects</li></ul>
<p>MAY/JUNE</p> <p>Ad Clovising: 5/8/20</p> <p>Materials Due: 5/15/20</p>	<ul style="list-style-type: none"><li>• Membership Mixer</li><li>• Upcoming Chamber Events</li><li>• Chamber Partner Spotlight</li><li>• Ribbon Cuttings</li><li>• Good News</li><li>• Coffee/Lunch Connects</li></ul>
<p>JULY/AUGUST</p> <p>Ad Closing: 7/10/20</p> <p>Materials Due: 7/17/20</p>	<ul style="list-style-type: none"><li>• Membership Mixer</li><li>• Upcoming Chamber Events</li><li>• BIG Hat Days Directory (Special Event Issue)</li><li>• Ribbon Cuttings</li><li>• Good News</li><li>• Coffee/Lunch Connects</li></ul>

# EDITORIAL CALENDAR

## JANUARY 2020 - DECEMBER 2020

ISSUE & CLOSING DATES	EDITORIAL COVERAGE
<p>SEPTEMBER/OCTOBER</p> <p>Ad Closing: 9/14/20</p> <p>Materials Due: 9/21/20</p>	<ul style="list-style-type: none"><li>• ClovisFest Preview</li><li>• International Village Feature</li><li>• Membership Mixer</li><li>• Upcoming Chamber Events</li><li>• Ribbon Cuttings</li><li>• Good News</li><li>• Coffee/Lunch Connects</li></ul>
<p>NOVEMBER/DECEMBER</p> <p>Ad Closing: 11/13/20</p> <p>Materials Due: 11/20/20</p>	<ul style="list-style-type: none"><li>• Salute to Business Luncheon</li><li>• Membership Mixer</li><li>• Upcoming Chamber Events</li><li>• Ribbon Cuttings</li><li>• Good News</li><li>• Coffee/Lunch Connects</li></ul>

# THE CHAMBER REVIEW

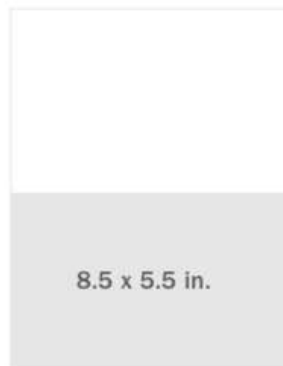
## FULL-PAGE



## 2-PAGE SPREAD



## 1/2 PAGE HORIZONTAL



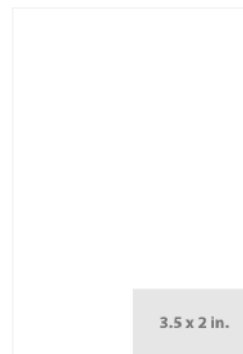
## 1/2 PAGE VERTICAL



## 1/4 PAGE



## BUSINESS CARD



Ads must be submitted as JPG, EPS, TIFF, or PDF files with full color and bleeds (1/8 inch), and a minimum resolution of 120 dpi.



*Serving The Entire Central Valley*

[clovischamber.com](http://clovischamber.com)

# THE CHAMBER REVIEW

## WHY ADVERTISE WITH US?

Each bimonthly issue is distributed to every Clovis Chamber social media platform - reaching over 31,000 followers and growing.

- Digital magazine enables unique and detailed ad formats - take advantage of video, active hyperlinking, and even phone/email commands right within the issue.
- Issue highlights are continually promoted on social media throughout the publishing period resulting in a combined organic reach exceeding 24,000+ impressions on average with peak times (During BIG Hat Days & ClovisFest) exceeding 96,000+ impressions.
- Bimonthly issues appear on the ClovisChamber.com website currently averaging 84,000+ visits annually.
- Exclusive Clovis Chamber of Commerce member audience with additional distribution to over 400,000 Clovis and Fresno locals via social advertising.



Ad acceptance and placement are the sole prerogative of the Clovis Chamber. Ad content revisions (not size or frequency) will be accepted during the ad contract term at no additional charge. Hyperlinks will be included, when possible, at no additional charge.

## ADVERTISING RATES

2-Page Spread	\$700.00		Frequency Discounts (With Prepayment)	
Full Page	\$400.00			
Half Page	\$250.00		3X	10% Discount
Quarter Page	\$150.00		6X	20% Discount
Business Card	\$75.00			

All advertising materials must be submitted by the Materials Due dates outlined on our Editorial Calendar. Advertising reservations require an active Clovis Chamber of Commerce membership in good standing. Ads must be submitted as JPG, EPS, TIFF, or PDF files with full color and bleeds (1/8 inch), and a minimum resolution of 120 dpi.



Serving The Entire Central Valley

clovischamber.com

# INSERTION ORDER

## Advertiser Contact Information

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

Address: \_\_\_\_\_

City, State, and Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

Website: \_\_\_\_\_

Order Date: \_\_\_\_\_

## Advertisement Information

\_\_\_\_\_ is responsible for delivering the advertisement content. This advertisement will be published on \_\_\_\_\_.

Campaign Launch Date: \_\_\_\_\_

Campaign End Date: \_\_\_\_\_

Advertisement Specifications (Size, Frequency, etc.): \_\_\_\_\_

Total Price: \_\_\_\_\_

## Payment Information

Advertiser shall pay Publisher in advanced for all amounts due under this insertion order. Payment will be made via:

\_\_\_ Check

\_\_\_ Credit Card

**The foregoing is agreed to by the undersigned as of the date first written above.**

**Clovis Chamber of Commerce:**

By (Sign) \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

**the 'Advertiser':**

By (Sign) \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_





# TERMS & CONDITIONS

The following terms and conditions ("Advertiser Terms and Conditions") govern the placement and delivery of advertising ("Ad") as set forth in the Insertion Order submitted by the Advertiser. The Advertiser Terms and Conditions and any associated Insertion Order or Insertion Orders are collectively referred to herein as the "Advertiser Agreement".

This Agreement is entered by and between the Clovis Chamber of Commerce and the company named as advertiser in the Insertion Order ("Advertiser") and/or the agency listed in the Insertion Order for such Advertiser ("Agency"), if any.

## 1. Invoices

Invoices will be sent by the Clovis Chamber of Commerce at such times as provided in the Insertion Order, or otherwise from time to time according to the Clovis Chamber of Commerce's normal billing procedures. Invoices will be sent to the billing address of the Advertiser or Agency, as applicable and as set forth in the Insertion Order. Failure by the Clovis Chamber of Commerce for whatever reason to send a timely invoice will not affect Advertiser's obligation to pay for any Ads placed in accordance with the Insertion Order.

## 2. Terms of Payment

Payment is due within thirty (30) calendar days following the date of invoice, unless the Clovis Chamber of Commerce expressly agrees otherwise in the Insertion Order. Payment not made within five (5) business days of the due date shall accrue interest at the rate of 1.5% per month, or if less, the highest rate permitted under law. All costs of collection, including reasonable legal fees and expenses, incurred by the Clovis Chamber of Commerce shall be borne by the Advertiser. The Advertiser shall pay all sales, use, excise and other taxes which may be levied upon either party in connection with this Advertiser Agreement, except for income taxes.

Should the advertiser have any other outstanding and overdue amounts owed to the Clovis Chamber of Commerce for any other service or products, amounts paid for an advertisement may be applied to such other debts, in the discretion of the Clovis Chamber of Commerce.

## 3. Payment Liability

In the case of any Agency listed on the Insertion Order, the Clovis Chamber of Commerce will hold Agency and Advertiser jointly and severally liable for payments. Should sums not have been cleared to Agency, Agency agrees to make every reasonable effort to collect and clear payment from Advertiser on a timely basis. Upon the Clovis Chamber of Commerce's request, Agency will make available written confirmation of the relationship between Agency and Advertiser. Such confirmation will include, for example, Advertiser's acknowledgement that Agency is its agent and is authorized to act on its behalf in connection with the Insertion Order and confirm these Advertiser Terms and Conditions.

## 4. Delivery of Advertising Materials

The Advertiser will, at its sole cost and expense, create and deliver all advertising materials required for any Ad ("Advertising Materials") according to technical specifications provided by the Clovis Chamber of Commerce. If the delivered Advertising Materials do not conform to the Clovis Chamber of Commerce's technical specifications or do not arrive timely enough to

deliver the Ad on any agreed dates according to the Insertion Order, then the Clovis Chamber of Commerce, in its sole discretion, may: (a) reject such Ad and refund any applicable amounts paid in advance; or (b) postpone running such Ad until a reasonable period of time after (i) the non-conforming Advertising Materials are corrected, or (ii) the late-arriving Advertising Materials are received; in any case, the Clovis Chamber of Commerce may begin to charge the Advertiser on the Insertion Order start date on a pro rata basis based on the full Insertion Order for each full day the Advertising Materials are not received.

## 5. Advertiser and Agency Representations and Warranties

The Advertiser, and any Agency listed on the Insertion Order on its behalf, is responsible for any liability arising out of or relating to any Ad and Advertising Materials provided by the Advertiser or Agency hereunder and any material to which users can link through such Ad ("Linked Content"). The Advertiser represents and warrants that no part of the Ad, Advertising Materials or Linked Content will: (a) infringe on any third party's copyright, patent, trademark, trade secret or other proprietary rights or right of publicity or privacy; (b) violate any law, statute, ordinance or regulation, including, without limitation, laws and regulations governing export control, false advertising or unfair competition; (c) be defamatory or libelous; (d) be pornographic or obscene; or (e) contain viruses or other similar harmful or deleterious programming routines.

## 6. DISCLAIMER OF WARRANTIES

THE CLOVIS CHAMBER OF COMMERCE PROVIDES ITS PUBLICATIONS, WEBSITES, AND SERVICES ON AN "AS IS" AND "AS AVAILABLE" BASIS, WITHOUT ANY WARRANTY OF ANY KIND. IN THE EVENT OF ANY ERROR OR MALFUNCTION IN THE DISPLAY OR DISTRIBUTION OF ANY AD, THE CLOVIS CHAMBER OF COMMERCE'S SOLE OBLIGATION WILL BE TO REPRINT OR REDISPLAY THE AD AS SOON AS REASONABLY PRACTICABLE. THE CLOVIS CHAMBER OF COMMERCE DISCLAIMS ANY AND ALL WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTY OF MERCHANTABILITY OF FITNESS FOR A PARTICULAR PURPOSE AND IMPLIED WARRANTIES ARISING FROM COURSE OF DEALING OR COURSE OF PERFORMANCE AND EXPRESSLY EXCLUDES ALL WARRANTIES, REPRESENTATIONS, CONDITIONS AND ALL OTHER TERMS OF ANY KIND WHATSOEVER IMPLIED BY STATUTE OR COMMON LAW.

## 7. LIMITATIONS OF LIABILITY

IN NO EVENT SHALL THE CLOVIS CHAMBER OF COMMERCE BE LIABLE FOR ANY LOSS OF PROFITS, DEPLETION OF GOODWILL AND/OR SIMILAR LOSSES OR LOSS OR CORRUPTION OF DATA OR INFORMATION, OR PURE ECONOMIC LOSS, OR FOR ANY SPECIAL, INDIRECT OR CONSEQUENTIAL LOSS, COSTS, DAMAGES, CHARGES OR EXPENSES ARISING OUT OF OR IN CONNECTION WITH THIS ADVERTISER AGREEMENT INCLUDING ANY INSERTION ORDER (EVEN IF THE CLOVIS CHAMBER OF COMMERCE WAS ADVISED OF THE POSSIBILITY OF ANY OF THE FOREGOING). UNDER NO CIRCUMSTANCES SHALL THE CLOVIS CHAMBER OF COMMERCE BE LIABLE TO THE ADVERTISER, AGENCY OR ANY THIRD PARTIES FOR AN AMOUNT GREATER THAN THE AMOUNTS RECEIVED BY THE CLOVIS CHAMBER OF COMMERCE UNDER THE RELEVANT INSERTION ORDER IN RELATION TO WHICH SUCH LIABILITY MAY ARISE. IN LIEU OF REFUND, THE CLOVIS CHAMBER OF COMMERCE SHALL BE PERMITTED TO CAUSE THE PLACEMENT OF "MAKE-GOOD" ADVERTISING, IF THE "MAKE-GOOD" ADVERTISING IS PROVIDED WITHIN A REASONABLE PERIOD OF TIME AFTER THE LIABILITY HAS ACCRUED.

## 8. Indemnity

Each of the Advertiser and any Agency agrees to indemnify, defend, and hold harmless the Clovis Chamber of Commerce and its affiliates, directors, officers, agents and representatives for and from any claims, liabilities, losses, costs and expenses (including reasonable legal fees and disbursements) resulting from or arising out of (a) the acts or omissions or breach of this Advertiser Agreement by the Advertiser or such Agency as applicable (including Advertiser's Representations and Warranties set forth above), (b) the content or subject matter of any Ad or Advertising Materials, or (c) any violation of any applicable laws, rules, regulations, industry guidelines or policies, including without limitation relating to any end user or other data that it may collect or have collected in relation to the Ads placed according to the Insertion Order.

## 8. Indemnity

Each of the Advertiser and any Agency agrees to indemnify, defend, and hold harmless the Clovis Chamber of Commerce and its affiliates, directors, officers, agents and representatives for and from any claims, liabilities, losses, costs and expenses (including reasonable legal fees and disbursements) resulting from or arising out of (a) the acts or omissions or breach of this Advertiser Agreement by the Advertiser or such Agency as applicable (including Advertiser's Representations and Warranties set forth above), (b) the content or subject matter of any Ad or Advertising Materials, or (c) any violation of any applicable laws, rules, regulations, industry guidelines or policies, including without limitation relating to any end user or other data that it may collect or have collected in relation to the Ads placed according to the Insertion Order.

## 9. Miscellaneous

This Advertiser Agreement, including these Advertiser Terms and Conditions and associated Insertion Order(s), sets forth the entire agreement of the parties and supersedes any and all prior oral or written agreements or understandings between the parties as to the subject matter hereof. Only a written addendum signed by both parties may change this. This Advertiser Agreement will be governed and construed in accordance with the laws of the state of California. The Advertiser and the Clovis Chamber of Commerce agree to submit to the exclusive jurisdiction of the courts of Fresno County, California. If any provision of this Advertiser Agreement is held to be invalid or unenforceable for any reason, the remaining provisions will continue in full force without being impaired or invalidated in any way.