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CHICAGO AMA  
FOR MARKETING PROFESSIONALS

## Chicago AMA 2008-2009 Programming Season

### Why Advertise with Chicago AMA?

1. Engage Chicago's business, nonprofit and education communities
2. Diversify your organization's reach
3. Complement your current marketing activities
4. Demonstrate your capabilities with an established, widely-respected, nonprofit association
5. Share business knowledge and thought leadership
6. Build lasting relationships

### Chicago AMA Community of 1,500 Marketers

The Chicago chapter of the American Marketing Association (AMA) is the flagship chapter of the AMA and serves as a core component of professional development, networking and continuing education for Chicago's top marketing professionals. The AMA is one of the largest professional associations for marketers with 38,000 members worldwide in every area of marketing. For over six decades the AMA has been the leading source for information, knowledge sharing and development in the marketing profession. The Chicago AMA community of **1,500** marketing professionals represents a multitude of businesses – both B2B and B2C and across industry segments – as well as marketing educators and a broad range of nonprofit organizations.

Through its relevant monthly programs with top-level speakers, innovative social media platforms, top-ranked job referral service, engaging volunteer opportunities, and annual *BrandSmart* conference, Chicago AMA has established a standard of excellence and commitment to advancing the marketing discipline in Chicago.

### Representative Chicago AMA Member Companies

Abbott Laboratories	Kraft Foods
AC Nielsen	Leo Burnett
Ace Hardware Corporation	Loyola University
Advocate Health Care	Maritz Marketing Research
Allstate Insurance Company	McDonald's Corporation
American Academy of Pediatrics	McGraw Hill Companies
American Bar Association	Midas International Corporation
American Medical Association	Morningstar
BBDO	Motorola Inc.
Blue Cross Blue Shield	Museum of Science and Industry
Boise Paper	Northern Trust
BP	OTG Tropicana
Chicago Tribune	Prophet
Coca-Cola USA	Sara Lee
ComEd	Schneider Electric
ConAgra Foods	Siemens
Deloitte & Touche LLP	Spencer Stuart
DePaul University	Sun-Times News Group
Draftfcb	The Ad Council
Easter Seals National Headquarters	Unilever
Fleishman Hillard	University of Chicago Hospitals
Google	US Cellular Corporation
Harris Bank	Vedder Price
Humana Inc.	Walgreen Company
Northwestern University, Kellogg School of Management	Wm Wrigley Jr Company
International Truck and Engine Corporation	Y-Me National Breast Cancer Organization

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AMERICAN MARKETING ASSOCIATION , CHICAGO CHAPTER

645 N. MICHIGAN AVENUE / SUITE 800 / CHICAGO / ILLINOIS / 60611  
Phone 312.280.0449 / Fax 312.751.0313 / [info@chicagoama.org](mailto:info@chicagoama.org)

[www.chicagoama.org](http://www.chicagoama.org)



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## ***Interface* magazine**

*Interface* is Chicago AMA's monthly magazine that goes out nine times a year to its 1,500+ members and is also available at all Chicago AMA events for nonmembers. This 8.5" X 11" publication is a beautiful self-mailer that includes all of our member communication on hot topics, member education, upcoming Chicago AMA and International AMA events, as well as advertisements from organizations seeking the opportunity to be in front of a targeted group of Chicago's top marketing professionals.

### **Rates:**

- |   |                |
|---|----------------|
| 1. Quarter (1/4) Page, 4-Color Ad – 4.3" wide x 5.75" tall with bleed:<br>(4" wide x 5.5" tall trim)            | <b>\$400</b>   |
| 2. Half (1/2) Page, 4-Color Horizontal Ad – 8.75" wide x 5.75" tall with bleed:<br>(8.5" wide x 5.5" tall trim) | <b>\$765</b>   |
| 3. Half (1/2) Page, 4-Color Vertical Ad – 4.5" wide x 11.25" tall with bleed:<br>(4.25" wide x 11" tall trim)   | <b>\$765</b>   |
| 4. Full Page, 4-Color Ad – 8.75" wide x 11.25" tall with bleed:<br>(8.5" wide x 11" tall trim)                  | <b>\$1,530</b> |

**10% Discount Option:** Advertise in 3 or more issues, and receive a 10% discount on the total cost.

**Issue Months:** Ad Deadlines are on the 15<sup>th</sup> of each month prior to the issue.

1. September
2. October
3. November/December (combined issue)
4. January
5. February
6. March
7. April
8. May
9. June

### **Specs**

- Color pages – Color art must be CMYK
- Hi-res, print quality PDF required, 300dpi or greater: email ad to [info@chicagoama.org](mailto:info@chicagoama.org)
- Fonts must be embedded within the PDF file
- Bleeds allowed (see above for measurements)

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## Chicago AMA Online Ad Platform

Chicago AMA launched its online advertising platform starting with its most highly searched and visited pages: Chicago AMA Current Events and Chicago AMA Jobs. Postings are \$200 each for a 30 day run.

### AMA Online Banner Guidelines

- Banner dimensions: 120w x 240h (pixels)
- File format: .gif, .jpeg, or rich media (i.e. Flash)
- File size limit: 25K
- Submit file to Kate Schott at [info@chicagoama.org](mailto:info@chicagoama.org)
- \$200 per posting; 30 day duration
- Indicate preference for placement on Currents Events or Jobs (Chicago AMA will do its best to accommodate)

Note: Banners can be single frame or multiple frames. (Note: For animated .gif or .jpeg files, we recommend no more than four panels) Chicago AMA reserves the right to refuse any banner ad submission that is deemed inappropriate, distracting, or considered harmful to visitors to the Chicago AMA site.

SAMPLE ADS:

<http://chicagoama.org/jobmain.html>

<http://chicagoama.org/currentevents.html>

**Please contact Jennifer Connelly, Executive Director, to set up an official advertising contract: [jconnelly@chicagoama.org](mailto:jconnelly@chicagoama.org) or (312) 280-0449.**

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