



# 2024 PROGRESS EDITORIAL CALENDAR

EDITORIAL FOCUS AND SPECIAL TOPICS



Month	Focus and Topics	Advertising Deadline
<b>JANUARY</b>	<b>Industry &amp; Manufacturing</b>	<b>December 11th</b>
<b>FEBRUARY</b>	<b>Real Estate Development and Infrastructure</b>	<b>January 12th</b>
<b>MARCH</b>	<b>Community Services &amp; Soriee</b>	<b>February 9th</b>
<b>APRIL</b>	<b>Tech &amp; Innovation</b>	<b>March 11th</b>
<b>MAY</b>	<b>Local Government &amp; Public Safety</b>	<b>April 12th</b>
<b>JUNE</b>	<b>Tourism &amp; Hospitality</b>	<b>May 10th</b>
<b>JULY</b>	<b>Healthcare</b>	<b>June 10th</b>
<b>AUGUST</b>	<b>Small Business &amp; Entrepreneurism</b>	<b>July 12th</b>
<b>SEPTEMBER</b>	<b>Agriculture &amp; Sustainability</b>	<b>August 9th</b>
<b>OCTOBER</b>	<b>Elections</b>	<b>September 9th</b>
<b>NOVEMBER</b>	<b>Arts &amp; Culture</b>	<b>October 11th</b>
<b>DECEMBER</b>	<b>Education &amp; Economics Annual Update</b>	<b>November 11th</b>

\*Editorial Calendar is subject to change.

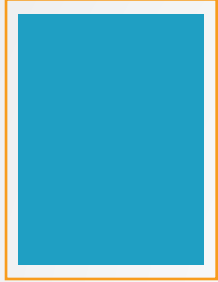
# MODESTO CHAMBER OF COMMERCE Progress

Progress Magazine is the official business publication of the Modesto Chamber of Commerce. This is a full-color glossy magazine that is directly mailed to 2,000 chamber members, area businesses, and key decision makers

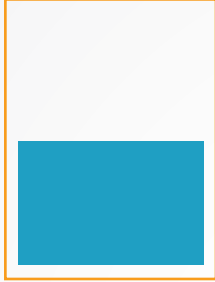
MODESTO CHAMBER OF COMMERCE  
ADVERTISING RATE CARD | 2024



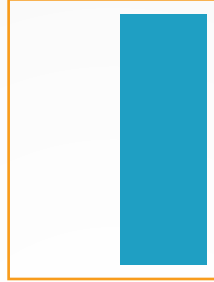
## AD SIZES



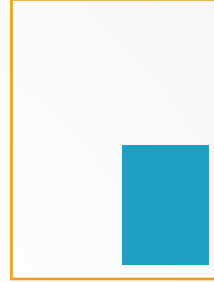
Full Page  
8" w x 10.5" h  
w/ bleed  
8.75" w x 11.25" h



Half Page  
7.4" w x 4.90" h



Half Page Vertical  
3.6" w x 10.0" h



Quarter Page  
Vertical  
3.6" w x 4.90" h



Quarter Page  
Horizontal  
7.4" w x 2.28" h

**AD RATES:** All prices are per month (non-member rates in parenthesis)

### STANDARD ADS

	1x		6x		12x	
	Member	Non-member	Member	Non-member	Member	Non-member
Full Page	\$1430	(\$1600)	\$1265	(\$1520)	\$1200	(\$1450)
1/2 Page	\$805	(\$975)	\$765	(\$920)	\$690	(\$825)
1/4 Page	\$430	(\$520)	\$400	(\$480)	\$370	(\$445)

### PREMIUM ADS

	Member	Non-member
Full Page Back Cover	\$1855	(\$2320)
Full Page Inside Back/Front Cover	\$1560	(\$1950)

### INSERTS

	Member	Non-member
	\$700	(\$845)

Advertiser must supply 2,000, 8.5"x11", single page-2oz, printed inserts, to be inserted into Progress. Based on prior approval, irregular or odd size, subject to additional costs. Projected mailing falls within the first week of each month, however mailing timelines are not guaranteed. It is recommended that all time-sensitive materials be inserted or advertised starting the month prior to the date of event. MNC of CA cannot be liable for final delivery date.

### ARTWORK SPECIFICATIONS

Please supply artwork in one of the sizes listed above in a **CMYK PDF format** with all fonts, pictures and links embedded into the file. A flattened PDF is preferred. No Word documents, please. File must be at least 300 dpi. Ad quality can only be guaranteed if artwork is supplied as requested.

## DEMOGRAPHICS

### DISTRIBUTION

2,000 issues are mailed out to members and business leaders in the Modesto Area.

### IMPRESSIONS

Over 10,000 monthly impressions.

### READERS

Business owners, business managers, government leaders active in the community, community decision makers, participants in community outreach and clubs.



**MODESTO PROGRESS SALES OFFICES**  
Manteca 249-3500 • Turlock 634-9141 • Oakdale 847-3021