



COMPASS

MESA, ARIZONA RESOURCE GUIDE 2018

Stakeholders Prospectus 2018

**MESA:
A VIBRANT CITY
TO LIVE, WORK & PLAY
Now and Tomorrow**



mesachamber
OF COMMERCE

In partnership with:

REPUBLIC MEDIA

CONTENT MARKETING



mesachamber
OF COMMERCE

January 2018

Dear Business and Community Leader,



The Mesa Chamber of Commerce prides itself on developing opportunities to provide value to Mesa businesses that fit within our vision and mission. The Mesa Chamber of Commerce's Vision and Mission are as follows:

Vision - to be the recognized resource and the celebrated leader for the Mesa business community

Mission - to improve, promote and advocate for businesses in Mesa

Throughout the year we offer several unique opportunities to put your business in front of the community and potential customers as part of our effort to support your membership. Six years ago we introduced "COMPASS", a community resource guide offering new and long-time residents insightful information to enhance their lifestyle in Mesa.

This year COMPASS will focus on highlighting outstanding businesses in our community and take a look at business today and the vision for the future of Mesa. In addition the resource guide will include a membership directory as well as the ability to connect with the Mesa Chamber of Commerce's iPhone, iPad and Android mobile apps. The guide is published by Republic Media, a division of *The Arizona Republic* with an expected distribution of 25,000 copies delivered to *The Arizona Republic* subscribers living in the City of Mesa and a branded content component on azcentral.com allowing partners to tell their story on the Mesa Chamber's azcentral.com page.

"COMPASS" is another important way the Mesa Chamber of Commerce focuses on your business success. Please seriously consider purchasing advertising space in "COMPASS" and become a better known member of the outstanding business community of Mesa. Your involvement with "COMPASS" will help to elevate your business while also helping the Mesa Chamber of Commerce to fulfill its Vision and Mission.

Thank you for your support.
Sincerely,

Renee Castillo
Chair, Board of Directors
Mesa Chamber of Commerce



Mesa: A city of vibrancy

Home to some of Arizona's largest employers from high-tech to healthcare, education to aviation and aerospace. It's a city that offers a world class arts and culture vibe, restaurants and outdoor recreation. Mesa is also a city on the move with a growing downtown entertainment district just steps away from a robust transportation system and fast-paced job growth.

The Mesa Chamber of Commerce has been supporting Mesa through this growth and transformation for over 110 years by providing resources, tools, education and connections to help businesses prosper and make Mesa a first class city in Arizona.

In this annual issue of COMPASS, we invite the stakeholders of Mesa to join the Chamber in telling your story through the magazine editorial pages and on azcentral.com showcasing your organization's view of today and vision for the future of Mesa.

EDITORIAL DEPARTMENTS:



LIVE

- DOWNTOWN MESA
- TRANSPORTATION
- HOUSING



WORK

- HEALTHCARE
- EDUCATION
- AVIATION/AEROSPACE
- TECHNOLOGY



PLAY

- SHOPPING AND DINING
- ARTS AND CULTURE
- OUTDOOR RECREATION

Development team shaping downtown Mesa's future with a nod to its past

THE PLAYERS

The project is a collaboration between the development team and the City of Mesa. The team is working with the city to ensure that the project is in line with the city's vision for downtown Mesa. The project is a collaboration between the development team and the City of Mesa. The team is working with the city to ensure that the project is in line with the city's vision for downtown Mesa.

STAKEHOLDER PACKAGE:

(10 Available)

Workshop & Meeting

The project is a collaboration between the development team and the City of Mesa. The team is working with the city to ensure that the project is in line with the city's vision for downtown Mesa. The project is a collaboration between the development team and the City of Mesa. The team is working with the city to ensure that the project is in line with the city's vision for downtown Mesa.

COMPASS Magazine Department of choice

- Department opener positioning (based on availability)
- Three full-page, full color editorial feature story
- Environmental, single location photography
- Editorial story repurposed on MesaChamber.azcentral.com article page

Promotion to your azcentral.com article page:

- 50,000 targeted azcentral.com desktop/mobile impressions
- 50,000 targeted audience extension impressions
- Boosted azcentral.com Facebook post

Investment: \$6,950

Print only: \$5,000

Includes 100 copies of COMPASS

CIRCULATION/DISTRIBUTION

Circulation: 25,000

- 20,000 inserted into subscriber copies of *The Arizona Republic* within the City of Mesa
- 5,000 copies distributed to the Mesa Chamber
- PLUS, \$20,000 in targeted media value promotion the COMPASS magazine and MesaChamber.azcentral.com topics page.

Benedictine University Mesa plans for a bright future

THE PLAYERS

The project is a collaboration between the development team and the City of Mesa. The team is working with the city to ensure that the project is in line with the city's vision for downtown Mesa. The project is a collaboration between the development team and the City of Mesa. The team is working with the city to ensure that the project is in line with the city's vision for downtown Mesa.

INVESTOR PACKAGE:

COMPASS Magazine

- Positioned inside department of choice
- Two full-page, full color editorial feature story
- Environmental, single location photography
- Editorial story repurposed on MesaChamber.azcentral.com article page

Promotion to your azcentral.com article page:

- 50,000 targeted azcentral.com desktop/mobile impressions
- 50,000 targeted audience extension impressions
- Boosted azcentral.com Facebook post

Investment: \$5,450

Print only: \$4,000

Includes 50 copies of COMPASS



Print and Digital: Fri., October 12, 2018

DISPLAY AD SIZES:

BACK PAGE

LIVE (IMAGE AREA):
6.75" x 7.125"
TRIM: 10.625" x 8"
BLEED: 11.25" x 8.5"

FULL PAGE

LIVE (IMAGE AREA):
9.75" x 7.125"
TRIM: 10.625" x 8"
BLEED: 11.25" x 8.5"

HALF PAGE
3.75" x 7.125"

QUARTER PAGE
4.8" x 3.5"

DISPLAY AD:

Back Page	\$3,000
Inside Covers	\$2,800
Full Page	\$2,500
Half Page	\$1,500
Quarter Page	\$800

DEADLINES:

Stakeholder and Investor Package Reservation: Thurs., Aug. 23, 2018
Display Space Reservation: Tues., Sept. 4, 2018

PRODUCTION DEADLINES:

Print and Digital - Story assignment completed by: Tues., Sept. 4, 2018
Print and Digital - Story copy approved by advertiser: Mon., Sept. 6, 2018
Print and Digital - Story layout approval: Mon., Sept. 17, 2018
Display Ad Camera Ready: Thurs., Sept. 20, 2018

AZCENTRAL.COM ARTICLE PAGE AD SIZES:

300x250; 300x600; 728x90
320x50 with image path URL

SUBMITTING ARTWORK:

Magazine: .pdf (300 dpi, cmyk)

Submitting PDFs:

- Go to: <http://www.republicmedia.com/products/submit-an-ad>
- Please use team code 101 and indicate Mesa Chamber in the notes field.

Publication date: 10/12/18

- Macintosh-based digital formats (no PC files accepted)

We also accept:

- InDesign CS3; and/or Photoshop CS3 with all graphics and fonts included and/or embedded.
- Graphics must be CMYK and saved in .tif, .eps or .pdf format at 300 dpi.

Contact your sales representative
regarding any production questions at:

Cami Kaiser | 602-653-6812 | ckaiser@republicmedia.com

