

PULSE

Glendale's Business Monthly



Representing more than 800 area businesses, the Glendale Chamber of Commerce serves as the voice of commerce, provides programs and services to improve the economic environment and supplies local and regional leadership for improving the quality of life for business and residents alike.

The **Pulse** is Glendale's Monthly Business Section and the official publication of the Glendale Chamber of Commerce. Copies of the newsletter are delivered by direct mail to each Glendale chamber member, as well as every business, development and government listing on the chamber's mailing list

Copies of the **Pulse** are also distributed at all Glendale Chamber of Commerce events, functions and tradeshows, in addition to local business outlets, the Glendale Public Library, Luke Air Force Base and area professional and service agencies serving the business interests of the Northwest Valley.

Extending the reach of the **Pulse** to include local homeowners and area consumers, as a special section monthly in **The Glendale Star**. **The Star** is the official newspaper of record for the city of Glendale and is delivered weekly by mail to paid subscribers throughout the city

Display Advertising Rates

Rates are per ad, per month, plus tax.

PULSE
Circulation 13,000, Readership 36,800
Published Monthly
Deadline 4pm Monday

	FULL PAGE 10.333" x 16"	1/2 PAGE 10.333" x 8"	1/4 PAGE 5.083" x 8"	1/8 PAGE 5.083" x 4"	BUSINESS CARD SIZE 3.333" x 2"
Open Rate	\$500	\$275	\$150	\$80	MINIMUM 3 MONTHS
Frequency Discounts					
3 Months (10%)	\$450	\$250	\$135	\$70	\$27
6 Months (20%)	\$400	\$220	\$120	\$65	\$23
12 Months (30%)	\$350	\$195	\$105	\$55	\$20

Color Advertising

Full Color\$125

Mechanical Specifications

6 column x 16 inch tabloid, 150-line screen, 300 dpi

1 column	1.583 inches	9.5 picas
2 columns	3.333 inches	20 picas
3 columns	5.083 inches	30.5 picas
4 columns	6.833 inches	41 picas
5 columns	8.583 inches	51.5 picas
6 columns	10.333 inches	62 picas

2018 - 2019 Publication Schedule

<u>Issue</u>	<u>Deadline</u>
January	December 22
February	January 19
March	February 16
April	March 23
May	April 20
June	May 25
July	June 22
August	July 20
September	August 24
October	September 21
November	October 19
December	November 23
January 2019	December 21