

THE 2021 GREATER PENSACOLA CHAMBER PARTNERSHIP DIRECTORY



GREATER PENSACOLA CHAMBER OVERVIEW

At the Greater Pensacola Chamber of Commerce, we believe in one local business. While 55 percent of Floridians currently work for a small business, the Florida Chamber of Commerce projects that three out of every four future jobs in Florida will be created by a small business. We believe that our future growth, not just for our community, but for all of Florida will depend on the strength of our small business. That's the secret story for the Greater Pensacola Chamber of Commerce. We believe in supporting our small business by providing training resources, critical connections, and continuing advocacy.

The Greater Pensacola Chamber of Commerce has evolved over the past few years with a new location, new people, and a new focus. That focus is to be an advocate and champion for small business and a key supporter of our local military installations. Whether it's collaborating with Florida's Small Business Development Center (SBDC), providing a seminar series expanding social media and marketing opportunities for Chamber members, or our new initiative to connect small business owners to workforce development resources for our local business. The Greater Pensacola Chamber also stands up to support our local military members through the West Florida Defense Alliance (WFDA), the Chamber will continue to work to ensure that the \$7.5 billion of annual local military spending and the 90,000 Escambia County jobs that are supported by our military are protected and enhanced.

At the Greater Pensacola Chamber of Commerce, we see the value of connecting people. Through our monthly networking events, the Greater Pensacola Chamber provides opportunities for you to connect with other local business. In today's fast-paced world, it's easy for a small business owner to feel alone within their four walls. With Chamber provides critical connections that will allow your business to grow. Whether it's our Gopher Club breakfast,

Business After Hours, Greater Speed Networking or our new Action Chamber Executives (ACE) Groups, the Chamber wants to provide you the opportunity to connect with other local business. These networking events and informal groups are bringing Chamber members together to build relationships and share best practices with local professionals. In fact, one local business owner shared that the connections she has made through the Chamber has saved hundreds of thousands of dollars to her business. This is what we want our Chamber to provide for your business.

And of course, the Greater Pensacola Chamber of Commerce is the voice of business in Escambia County. We share our business priorities with our state legislators at our annual Legislative Luncheon and look to influence local government officials on pro-business initiatives. Whether it's supporting our local transportation infrastructure or opposing federal overtime rules that would harm negatively impacted small businesses, the Greater Pensacola Chamber is here to serve as your advocate for business to make sure that Pensacola and Escambia County is the best place for you to grow and prosper.

For all of these reasons, we believe that the Greater Pensacola Chamber of Commerce provides the opportunities for your business to learn, connect, and grow. We hope that you are proud to be a member of the Greater Pensacola Chamber of Commerce and we look forward to serving you in the coming year.

THE GREATER PENSACOLA CHAMBER MEMBER DIRECTORY 2020

CHAMBER TODAY
TRAINING, RESOURCES
CONNECTIONS
& ADVOCACY

**WEST FLORIDA
DEFENSE
ALLIANCE**
\$8 BILLION IN
ECONOMIC IMPACT

ARAGON CAFE
PENSACOLA'S
SMALL BUSINESS
OF THE YEAR

**SACRED HEART
HEALTH SYSTEM**
PENSACOLA'S
NON-PROFIT
OF THE YEAR

PENSACOLACHAMBER.COM

WHY JOIN THE CHAMBER? Let us help your business!



Published by Ballinger Publishing, the *Greater Pensacola Chamber Partnership Directory* showcases our community and your business to the loyal network of Chamber members and business owners, as well as current residents, potential residents and regional visitors—all with one advertisement. The 2021 edition of the directory provides the opportunity for visibility to a variety of audiences for a full year.

The annual publication is sent free of charge to all existing and new members of the Greater Pensacola Chamber, is included in re-location packets and is distributed to strategic points across the region.

Contains alphabetical and categorized sections featuring all Chamber Partners in good standing.

8½ x 11in. full color, glossy, perfect bound.

Yearlong digital exposure at PensacolaChamber.com and BallingerPublishing.com.

2021 Membership Directory timeline

Publication date – April 1, 2021

Ad reservations – March 1, 2021

Artwork due – March 1, 2021

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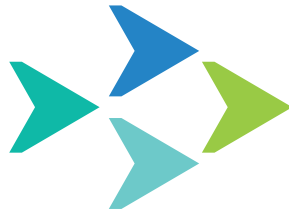
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RATES: Rates are Agency Commissionable to authorized agencies where placement originates.

COMPOSITION: Ad composition fee of \$50 minimum.

Please submit your high resolution ad to garrett@ballingerpublishing.com

Ad Deadline – March 1st, 2021

Publication Date – April 1st, 2021

RATES & AGREEMENT

Full Page	\$1600	Back Cover	\$2195
2/3 Page	1200	Inside Front	2000
1/2 Page	900	Inside Back	1900
1/3 Page	600	Page 3	1995
1/6 Page	300	Center Spr.	3200

**Directory Upgrade or additional entries \$50 pre-pay*

Ads should be built to 100% of their actual size at a resolution of 300ppi.

Ads built by Ballinger Publishing's in-house design team may undergo a maximum of 3 proofs at the discretion of the designer.

Content for ad builds should be sent to the designer no fewer than 3 days before the set ad deadline.

**Full Page
No Bleed**
7.8" x 10.4"

Full Page Bleed
8.75" x 11.25"

**Please note that
on full page ads
the live area is
7.8 x 10.4*

1/6 vert. 2.5" x 5"	1/3 hort. 5" x 5"	
1/2 hort. 7.8" x 5"		

1/3 vert. 2.5" x 10.4"	2/3 pg. vert. 5" x 10.4"	
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	1/6 hort. 5" x 2.3"	
1/2 vert. 5" x 7.8"		

ADVERTISING AGREEMENT

It is agreed that you are authorized to place advertisements in **The Greater Pensacola Chamber Partnership Directory**.

Advertiser (Corporate) Name	Advertiser Email	Billing Email
Billing Address		
Phone #	Advertising Agency & Contact Info	

Ad Size	Horizontal or Vertical	Build/Pick-Up/ Camera Ready	Gross Rate Per Insertion
Agency or Other Discount	Net Per Insertion	Contract Total	

Credit Card

number: _____

expiration date: _____

code: _____ Signature: _____

TERMS: It is agreed that Ballinger PUBLISHING may not raise the stated advertising rates during the period of this contract, nor may the advertiser cancel during the agreed term of this contract without a shortrate. **SHORTRATE:** If a cancellation must be made by the advertiser, a letter of cancellation must be received by BP 45 days prior to the printed deadline date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in The 2020 Greater Pensacola Chamber Partnership Directory the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. In the event that litigation is initiated, client agrees to pay all attorney fees for any and all legal action, law suits, and judgements. All camera-ready materials submitted to BP are accepted upon the express condition that the advertiser agrees to hold BP harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisement that is illegal, unauthorized or damaging in any way to any person or name or other legal entity. Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30th of the month are subject to a 1½% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1½% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days.

Advertiser Authorized Signature	Advertiser Authorized Signature (printed)	Date
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