

The Voice & Business Direct



The Voice is the Chamber's flagship newspaper published on the 1st of every month. Following the Chamber's mission of leading business growth, it features stories and perspectives on business topics of relevance, and provides a forum for members to help members by offering their best ideas and insights. Distribution is 6,000 mailed to employees of member businesses and dropped off at key distribution sites in the Rockford area. It truly is the voice of the business community.

Editorial Submission Guidelines for Guest Articles:

- Feel free to submit up to two per year per member for consideration.
- Articles should be informative, non-advertorial and of general interest to the entire Chamber membership.
- Word count is 400-750 words; include headshot and 15-word byline on author.
- Send submissions to: editor@rockfordchamber.com by the 15th of the month to be considered for an upcoming issue.
- The Chamber will accept submissions by e-mail only.

Editorial Submission Guidelines for Member News:

- Submit news for: Business Briefs; Community Events; New Hires
- Send submissions to: editor@rockfordchamber.com by the 15th of the month to be considered for current issue.
- The Chamber will accept submissions by e-mail only. **Please put "Member News" in the subject line.**

Editorial Submission Guidelines for Business Direct Email Newsletter:

Business Direct provides Chamber members with a vehicle to submit their news releases and information about their company. News is sent directly to subscribers on a weekly basis. We will publish a limited number of news releases per week in the member news section.

Editorial Submission Guidelines for Business Direct:

- Feel free to submit six press releases per year (1 per newsletter*)
- Submissions are on a first-come, first-serve basis.
- We will not accept submissions on job opportunities or advertising.
- Submit 50-75 words or less, directly to editor@rockfordchamber.com. The Chamber will accept submissions by e-mail only. **Please put "Business Direct" in the subject line.**
- Deadline for submissions is the Thursday prior to Tuesday release.
- **DO NOT** send attachments, hard copy press releases or flyers.
- **DO** send links to websites, email and/or Social Media.

Note: Non-chamber members cannot submit information for The Voice or Business Direct.

The Chamber reserves the right to accept or reject submissions. *Your Chamber membership must include the Gold or Platinum Website Enhancement package in order for your business to submit information to Business Direct e-mail newsletter.

EDITORIAL INFORMATION: e-mail editor@rockfordchamber.com

ADVERTISING INFORMATION: Susan Contrady at 815.316.4317 or scontrady@rockfordchamber.com

rockfordchamber.com • 815.987.8100 • 815.987.8122 fax

COVERING A GAMUT OF TOPICS AT THE EDUCATION OUTLOOK Luncheon

IFWAT event offers insight on the local impact of global trade issues

More events will explore economic, cultural topics

TAX ANNIHILATION PROGRAM CREATED TO RECOVER OUTSTANDING TAXES

THE HEARTBEAT OF HEALTHCARE

MARK YOUR CALENDAR!

THE HEARTBEAT OF HEALTHCARE

TAX ANNIHILATION PROGRAM

THE HEARTBEAT OF HEALTHCARE

Business Direct news & updates for the business community | Apr. 12, 2022

Did You Know?
The Rockford Chamber of Commerce is part of the Greater Rockford Growth Partnership (GRGP). GRGP oversees and aligns the goals of the Rockford Area Economic Development Council and Rockford Chamber of Commerce in taking bold action to create the most vibrant, innovative, thriving economy of any mid-sized region in the nation. Find more information on our new GRGP website [here](#)! More to come!

Rockford Chamber Golf Classic 2022
Monday, May 23 at 11:00am

Set your out of office now - we're heading to the golf course! If 2020/2021 has taught us anything, it's that business doesn't have to take place in the office. Trade your computer screen in for a club, invite your clients and join us for an afternoon on the course - the most enjoyable way to get business done.

On the Job Board
Looking for a new career? Need talent for your organization? Our job board can help - free for Chamber members. [Check it out!](#)

Recently posted:
Office Clerk Building Department - Summer Work Program - City of Rockford
Fundations Manager - Rockford Public Library
Recreationist - COBE - VVCA Northwestern Illinois
Phlebotomist (East) - Rock Valley Blood Center
Production Designer - Henzert Marketing Group
and more!

Member News

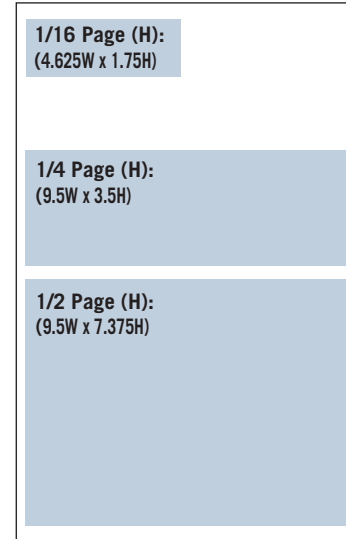
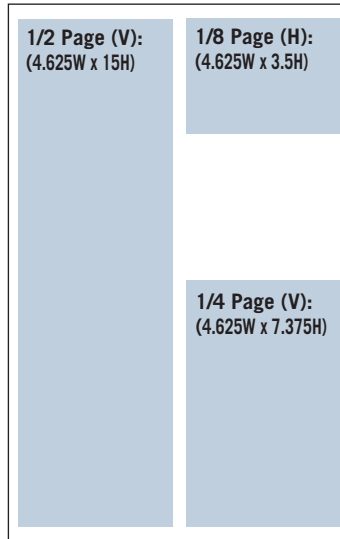
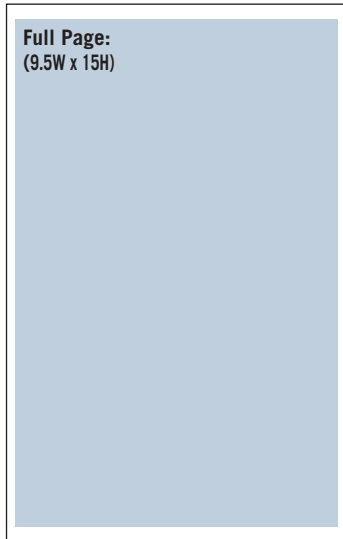
SEE THE REVEAL OF THE ALL-NEW, FIRST EVER MAZDA CX-50!
This Thursday, April 14, 4pm-7pm at Anderson Mazda 6551 East State Street in Rockford - There will be food, refreshments, music, and giveaways! Register for Outdoor Enthusiast (swag), Solar-powered Chargers, camping gear, outdoor projector, Mazda Swap, COME SEE WHAT ALL THE BUZZ IS ABOUT - Be among the first to see the All-New Mazda CX-50!

Rock for the Cancer Family Festival, May 1

theVoice

of the Rockford Business Community

Advertising Rates 2022



RATES FOR CHAMBER MEMBERS (NON-MEMBERS ADD 25%)

	1X	3X	6X	12X
Full Page				
Back Cover	\$3200	\$2880	\$2715	\$2395
Full Page	\$2370	\$2145	\$2025	\$1785
1/2 Page	\$1365	\$1230	\$1155	\$1025
1/4 Page	\$750	\$675	\$635	\$565
1/8 Page	\$445	\$400	\$380	\$340
1/16 Page	\$255	\$230	\$215	\$190

The Voice is an award-winning, full-color, tabloid-style business newspaper published monthly by the Rockford Chamber of Commerce.

The Voice is distributed on the first of each month to a circulation of 6,000 and is read monthly by more than 30,000. In addition to being mailed to members of the Rockford Chamber, *The Voice* is distributed locally at hotels, banks, realty offices and other business locations. *The Voice* serves as a communication and information source to keep members of the business community current with Chamber and local business happenings, events and trends.

NOTE: 1X, 3X, 6X and 12X refers to rate per issue.

4-COLOR INSERT

Dimensions	1x Issue Rate	3x Issue Rate
8" x 10.25" (MAX)	\$1025	\$925

The Chamber of Commerce will accept two four-color inserts per issue. The insert must be 8 x 10 inches. The copy and stock (recommend: 70 to 80lb gloss text) must be approved by the editor prior to publication release date.

Delivery: Inserts must be delivered (with count) to:
Attention: Michelle Freund, N6637 Rolling Meadows Drive,
Fond du Lac, WI 54937

PRODUCTION

Disclaimer: *The Voice* is produced with an offset printing process and uses newsprint paper stock. This can cause variations during the printing process including registration and color shifting. To ensure the best ad copy outcome, avoid the use of fonts that are small and/or thin, use solid black copy whenever possible and be cautious when using colored or reversed copy for text.

Delivery: E-mail ad files to dhessong@rockfordchamber.com on or before the Materials Deadline.

SPACE RESERVATION DEADLINE - 15TH / MATERIALS DEADLINE - 20TH
Susan Contrady at 815.316.4317 - or e-mail to scontrady@rockfordchamber.com

