



Dear Community Partner,

For almost 70 years, *ActionLine* chronicled the heartbeat of Southwest Michigan's business community. It was more than a chamber publication; it was a trusted companion for leaders, entrepreneurs, and residents, reflecting the growth, grit, and ingenuity of our region. When it ceased publication, it left a gap—not just in storytelling, but in the connectivity it fostered among our businesses and communities.

Today, the Regional Chamber is proud to bring *ActionLine* back, not just as a nod to its history, but as a response to the needs of our time. This isn't just a revival; it's a reimagining. With each issue, we will provide insights, share impactful stories, and celebrate the successes that define our region. We'll tackle big questions about the future of business, showcase the people driving progress, and offer practical resources for navigating change.

We invite you to be a part of this new chapter. Investing in *ActionLine* not only places your business in front of an audience of over 6,000 community leaders, entrepreneurs, and residents, it gives you an opportunity to shape the conversation around our region's key issues. Your support of *ActionLine* signals to the community that your business is an integral part of the region's progress, a trusted voice in local industry, and a leader invested in the future of Southwest Michigan.

Claim your place in the new *ActionLine* and position your business at the forefront of regional growth and opportunity.

You make it happen.

Sincerely,

A handwritten signature in black ink that reads "Arthur A. Havlicek". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Arthur Havlicek
President & CEO



ADVERTISING OPTIONS

Join us in shaping the future of Southwest Michigan—secure your spot in the new ActionLine today and position your business as a trusted leader and driving force for regional growth.

ITEM	Member Rates	Future Member Rates
Featured Story 4 Page Spread & Guaranteed Cover Photo	\$5,000	\$6,000
Spotlight Story 2 Page Spread	\$2,000	\$2,500
Full Page Ad	\$1,000	\$1,250
Back Cover Ad	\$1,000	\$1,250
Half Page Ad	\$500	\$600
Business Card Sized Ad	\$200	\$250

**Pricing subject to change based on distribution*

**Limited availability per item for each issue*

AD SIZES AND SPECS

<div>FULL PAGE AD 8.375" x 10.875"</div>	<div>BACK COVER AD 8.375" x 8.375"</div> <div>POSTAGE PLACEHOLDER</div>	<div>HALF PAGE AD 8.375" x 5.375"</div> <div>HALF PAGE AD 8.375" x 5.375"</div>	<div>BUSINESS CARD SIZED AD</div> <div><div>3.5" x 2"</div><div>3.5" x 2"</div><div>3.5" x 2"</div><div>3.5" x 2"</div><div>3.5" x 2"</div><div>3.5" x 2"</div></div>
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Ad File Requirements

Accepted file formats include PDF, JPG, TIFF.
Images must be high resolution.

Article Submission Requirements

Articles must be between 800-1,000 words per 2 pages.
Files must be Microsoft Word, Google Doc, or PDF.





ADVERTISING FORM

Join us in shaping the future of Southwest Michigan—secure your spot in the new ActionLine today and position your business as a trusted leader and driving force for regional growth.

CONTACT INFORMATION

Company		Contact	
<input type="text"/>		<input type="text"/>	
Address		City	
<input type="text"/>		<input type="text"/>	
State	Zip	Email	
<input type="text"/>	<input type="text"/>	<input type="text"/>	

REQUESTED ITEM

Advertising Item	Business Name
<input type="text"/>	<input type="text"/>

BILLING INFORMATION

Card Number	Expiration Date	Security Code
<input type="text"/>	<input type="text"/>	<input type="text"/>
Billing Address (if different from above)	Billing City	Billing Zip
<input type="text"/>	<input type="text"/>	<input type="text"/>
Signature	Total	Date
<input type="text"/>	<input type="text" value="\$"/>	<input type="text"/>
Send Invoice for payment—Email		
<input type="text"/>		





MAGAZINE DESIGN SAMPLES

Join us in shaping the future of Southwest Michigan—secure your spot in the new ActionLine today and position your business as a trusted leader and driving force for regional growth.

