

AmCham Magazine Information for Advertisers

Publication Format: About 80 color pages of news and analysis about AmCham, its members, and the business environment in Armenia.

Single-Issue Advertising rates (all taxes included): One Issue

<u>Advertisement Size:</u>	<u>Non-Members</u> <u>Base Rate:</u>	<u>Members</u>	<u>Gold Members</u>
Quarter Page	60,000 AMD	40,000 AMD	30,000 AMD
Half Page	100,000 AMD	60,000 AMD	50,000 AMD
Full Page	175,000 AMD	120,000 AMD	90,000 AMD
Inside Front or Back Cover	250,000 AMD	160,000 AMD	140,000 AMD
Back Cover	300,000 AMD	200,000 AMD	180,000 AMD

Yearly Contract Advertising rates (all taxes included): Per Issue

<u>Advertisement Size:</u>	<u>Non-Members</u> <u>Base Rate:</u>	<u>Members</u>	<u>Gold Members</u>
Quarter Page	50,000 AMD	30,000 AMD	25,000 AMD
Half Page	85,000 AMD	50,000 AMD	40,000 AMD
Full Page	155,000 AMD	100,000 AMD	80,000 AMD
Inside Front or Back Cover	235,000 AMD	140,000 AMD	130,000 AMD
Back Cover	270,000 AMD	190,000 AMD	160,000 AMD

Placement of advertisements is allocated on a first come, first served basis.

Distribution:

Electronic: 200 copies (not including forwarded or downloaded copies), with distribution targeted to Armenian and international business, political, and diplomatic leaders.

Note: Web links can be included in electronic distribution.

AmCham Armenia Members	Two representatives from each of AmCham's 90 members, including most of the major international companies in Armenia.
Regional AmChams	The Executive Director and staff of AmChams in Georgia, Russia, Turkey, the European Union, Central Asia, and the US Chamber of Commerce, who can make the Magazine available to AmCham members in those countries that express interest in Armenia.
Armenian Business Associations	UMBA, Chamber of Commerce & Industry of Republic of Armenia, , European Union Chamber of Commerce, ADA, , who can then make the Magazine available to their members
International Financial Institutions	IFC, IMF, World Bank, EBRD, ADB, and others
U.S. Government Officials	Copies are emailed to members of the U.S. Department of Commerce, USAID, members of Congress, members of the U.S. Embassy in Armenia, Millennium Challenge Corporation in Armenia, and others
NGOS & Others	UNDP, OSCE, Global Compact, Transparency International, in addition to AmCham Member NGOs
AmCham Website	The Magazine is available for download from the AmCham website

Hard-copy: 1,000 copies distributed to specific business, political and diplomatic decision-makers

AmCham Armenia Members	Members receive a hard copy within a week after an issue is published, .
Armenian Government	Prime Minister and Ministries of Finance, Justice, Economy, Agriculture, Foreign Affairs, ; Culture, Diaspora , Education and Science, Healthcare, <u>International Economic Integration and Reforms</u> , Central Bank; Presidential Staff, and others
Select U.S. Embassy and U.S. Government officials	Copies are delivered to senior officials at the U.S. Embassy, USAID and Millennium Challenge Corporation in Armenia, as well as the Department of Commerce, Overseas Private Investment Corporation, and others.
U.S. Embassy Resource Center and Economics Section	10 copies delivered to the U.S. Embassy, where it is available to Embassy employees and visitors interested in Armenian commercial issues
Other Embassies in Armenia	More than 20 Embassies, including U.K., Germany, France, and others
Yerevan Hotels	Minimum 60 copies distributed to major Yerevan hotels
Yerevan Restaurants	Minimum 100 copies distributed to Yerevan restaurants
AmCham Office	100 copies distributed to visiting dignitaries and other AmCham guests

File Formats and Design

In order to ensure good quality in print we impose the following requirements.

- ❖ Vector images (Adobe Illustrator, Freehand, Corel)
- Or
- ❖ Raster images (Adobe Photoshop <*.psd>, **not <*.tif>**) - at least 360 dpi or higher. Files of other types are not accepted.
 - ❖ Text: all fonts must be on different layers and converted into curves. The file must be accompanied by font files for every font used.
 - ❖ Colors – CMYK; “overprint” black (for text).