



for a better business environment

# American Chamber of Commerce in Armenia

## AmCham Business Magazine Guidelines for Non-Members



| SECTION NAME                   | CHARACTERISTICS   | RATES<br>(All taxes included)   |
|--------------------------------|---|---|
| “ROAD TO SUCCESS”              | <ul style="list-style-type: none"> <li>Two-page interview (including the Editor’s note &amp; company’s brief profile)<br/><b>Max words: 1100 words</b><br/>Interview questions suggested by AmCham</li> <li>Logo in vector format</li> <li>Photo (1): Quality-300dpi, CMYK</li> </ul> | 270,000 AMD   |
| “DID YOU KNOW?”                | <ul style="list-style-type: none"> <li>Promo articles<br/><b>Max words: 650-700 words per design page</b></li> <li>Company’s and Author’s name</li> <li>Logo in vector format</li> <li>Photo (2 or 3): Quality-300dpi, CMYK</li> </ul> <p><b>NO LIMITATION ON PAGES!</b></p>          | <p>Full page AMD 180,000 (per design page)</p> <p>Half page AMD 100,000 (per design page)</p> <p>Quarter page AMD 60,000 (per design page)</p>                    |
| ADVERTISEMENT (IMAGE)<br>TYPES | See Page 3 for formats  | <p>Full page AMD 180,000</p> <p>Half page AMD 100,000</p> <p>Quarter page AMD 60,000</p> <p>Back Cover AMD 350,000</p> <p>Inside front/back cover AMD 270,000</p> |
| FLYERS/LEAFLETS/INSERTS        | <ul style="list-style-type: none"> <li>Designed, printed, and delivered to AmCham <b>by October 15, 2019</b></li> <li>Targeted delivery per the company’s request</li> </ul>  | Flat rate AMD 75,000  |

## Full Page

**visible area 210 X 29,7 cm**  
**print size 21,5 X 30,7 cm**  
**300dpi**

## Half Page Horizontal

**visible area 21x15 cm**  
**print size 21.5x15.5 cm**  
**300dpi**

## Half Page Vertical

**visible area**  
**8,5 X 29,7cm**

**printed size**  
**9x30,7 cm**  
**300dpi**

## Quarter Page

**visible area**  
**8,5 X 12,5 cm**

**printed size**  
**9x13 cm**  
**300dpi**