AmCham Belgium
Media Kit 2012

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AMCHAM BELGIUM
AMERICAN CHAMBER OF COMMERCE IN BELGIUM

AmCham Belgium

Background

AmCham Belgium is dedicated to improving business and investment opportunities for US companies in Belgium. To ensure we meet our goal of facilitating business opportunities for US businesses in Belgium and to best serve the needs of our members, AmCham Belgium coordinates numerous lobbying, networking and knowledge-sharing activities. As a result, AmCham Belgium is the undisputed leader when it comes to doing business in Belgium.

Approximately 1,800 affiliates of over 900 US companies in Belgium provide over 130,000 jobs directly and an additional 200,000 indirectly. With this significant amount of US companies doing business in Belgium, AmCham Belgium represents an influential segment of the Belgian economy and plays an essential role within this dynamic, evolving business environment.

Founded in 1948, today our membership roster is a virtual Who's Who of the US Belgian Business Community, including many prestigious and influential member companies and stakeholders. Our membership is also diverse, with companies from many nationalities and industries and ranging from individuals to SMEs and large multi-nationals. With this strong member backing, AmCham Belgium has earned the credibility and authority to take its spot at the forefront of facilitating business relations in Belgium.

Publication Descriptions

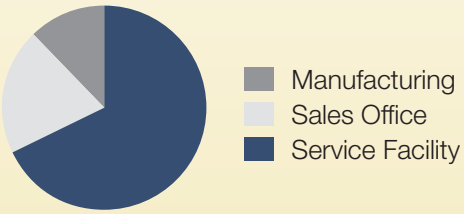
The Essential Resource for Doing Business in Belgium

Our list of publications is recognized by US companies as an essential resource for doing business in Belgium. Through analysis, collaboration and intense research – our publications offer everything from business studies and reports to articles on such issues as taxation and US Investment in Belgium.

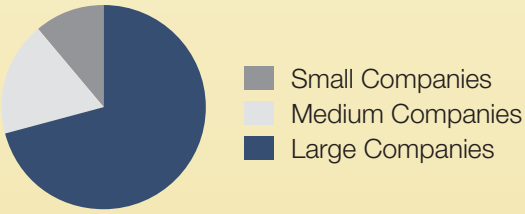
Regardless of the topic, all our publications address member priorities, provide unique information and are offered either free or at a reduced price to members. More so, many publications are available to the general public and online.

Membership Profile

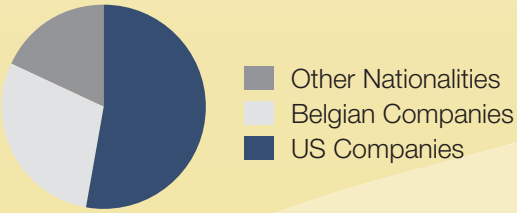
Field of Activity



Company Size



Nationality



Annual Directory - Advertising rates *print edition*

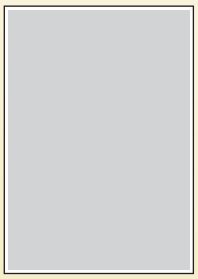
Frequency: Yearly	Distribution: 2,000	Pages: 250

AmCham Belgium's Annual Directory is the Who's Who of US companies doing business in Belgium. It lists 1,800 companies which includes all US companies in Belgium and our member companies. It is read by over 4,000 high-level executives and decision makers. Distributed to leading executives, boardrooms, office lobbies and libraries, the Annual Directory has a well-earned reputation as being the go-to source all year round.

2 Page spread

420W x 297H full bleed 400W x 277H boxed

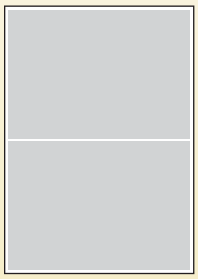
€ 4,890

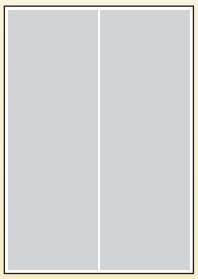


1 Page

210W x 297H full bleed 190W x 277H boxed

€ 2,625



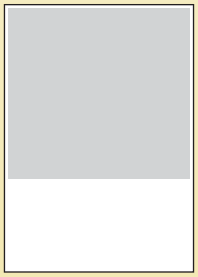


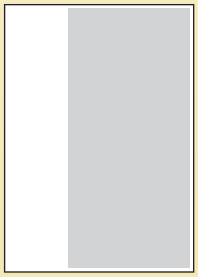
2 x 1/2 Page (can be on different pages)

Horizontal - 210W x 148H full bleed 190W x 133H boxed

Vertical - 105W x 297H full bleed 95W x 277H boxed

€ 2,880



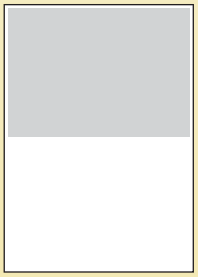


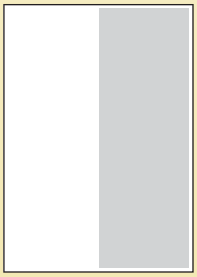
2/3 Page

Horizontal - 210W x 198H full bleed 190W x 188H boxed

Vertical - 133W x 297H full bleed 120W x 277H boxed

€ 1,995



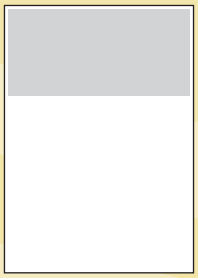


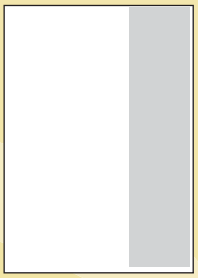
1/2 Page

Horizontal - 210W x 148H full bleed 190W x 138H boxed

Vertical - 105W x 297H full bleed 95W x 277H boxed

€ 1,545



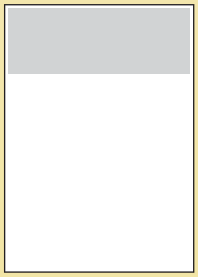


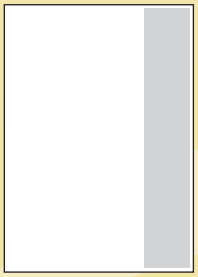
1/3 Page

Horizontal - 210W x 148H full bleed 190W x 138H boxed

Vertical - 70W x 297H full bleed 60W x 287H boxed

€ 1,190



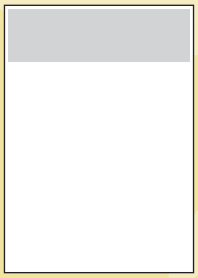


1/4 Page

Horizontal - 210W x 148H full bleed 190W x 138H boxed

Vertical - 52W x 297H full bleed 42W x 277H boxed

€ 700



1/5 Page

Horizontal - 210W x 148H full bleed 190W x 138H boxed

Vertical - 42W x 297H full bleed 32W x 277H boxed

€ 525

Conditions and technical information

Notes:

1. All prices excl. VAT
2. Layouts shown are indicative only

Deadlines:

The Annual Directory is published every October.
Ad material is due no later than **Friday, September 7th, 2012.**

Design files:

Films:

- Offset positive films, emulsion down, right reading. Screen 150 (US 60).

Electronic files via FTP Site:

- High Res (Print Ready) PDF or TIFF format, min 300dpi, max 10MB
- host: *ftp.klenskeink.com*
  folder: *AmCham*
  login: *amcham@klenskeink.com*
  password: *klen5ke_1nk_ftp*

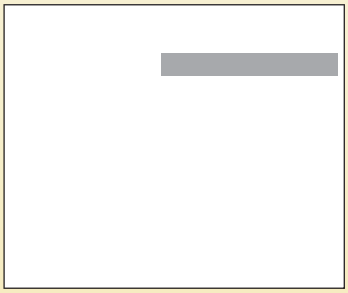
www.amcham.be - Advertising rates *online*

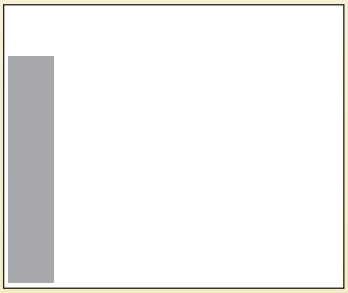
Monthly Visitors: 5,000+	Top Location of Visitors: Belgium, US, UK	New Visits: 70%

Revamped in 2008, **www.amcham.be** quickly earned a reputation as the place for business news, information and networking for the Belgian/American business community. With organizational updates, event registration and regularly updated articles and press releases, the AmCham Belgium website serves as a business resource and a membership benefit.

Option A - Premium Pages

Price includes specified rotation* on the following "high frequency" pages: *Homepage, Membership Directory, Upcoming Events, AmCham Connect, Membership Details* and *Event Details*; along with regular rotation on all second tier pages and monthly statistical updates.



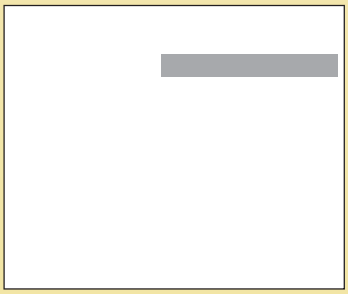


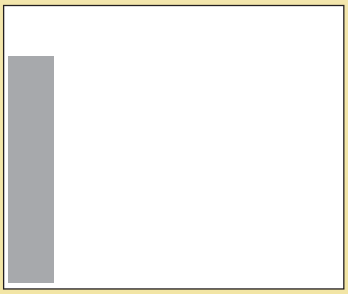
	Banner 468px X 60px	**Skyscraper** 120px X 600px	**Button** 120px X 240px
1 month	€ 200	€ 175	€ 100
3 months	€ 150/month	€ 125/month	€ 90/month
6 months	N/A	€ 90/month	€ 80/month
12 months	N/A	€ 80/month	€ 70/month

** To ensure maximum visability, the number of advertisers set in rotation on Premium Pages is limited to: Skyscraper (10), Banner (20), Button (35).*
For special requests, add 15% placement fee.

Option B - Second Tier Pages

Price includes regular rotation on second tier pages, including (but not limited to): *US Companies in Belgium, Login, Contact Us* and *Organization* – along with monthly statistical updates.





	Banner 800px X 100px	**Skyscraper** 200px X 150px	**Button** 100px X 600px
1 month	€ 100	€ 50	€ 90
3 months	€ 75/month	€ 40/month	€ 80/month
6 months	N/A	€ 30/month	€ 70/month
12 months	N/A	€ 20/month	€ 60/month

For special requests, add 15% placement fee.

Conditions and technical information

Notes:
1. All prices excl. VAT
2. Layouts shown are indicative only

Deadlines:
One week prior to going live.

Design files:
Maximum file sizes: Gif/Jpeg 80KB, Flash 200KB

AmCham 'Connect' Advertising rates *e-newsletter*

Frequency: 11 times per year	Distribution: 8,000	Average Opens: 1,300

AmCham Connect is the Chamber's official publication. It arrives in the inbox of all member companies the first Monday of every month and provides readers with a wide range of information: from the latest on the lobbying front to tips and tricks, event coverage and exclusive interviews with some of the Belgian business community's top CEOs and the country's political leaders.

Monthly "Brought to you by..." package

What better way to get your name out there than to host an edition of AmCham Connect! With our unique Brought to You By…. option, your company not only benefits from having your advertisement placed on numerous pages, but also from a unique advertorial coverage written by our professional journalist. All this adds up to more visibility for you!

RATES:
€ 2,500 for 1 advertorial and 3 banner ads (newsletter and website)
Non-sponsorship advertising at website rates.

AmCham Connect 2012 Editorial Schedule

January:	The HR & Talent Management Issue
February:	The IP & Data Protection Issue
March:	The Office & Relocation Issue
April:	The Media Issue
May:	The Travel & Leisure Issue
June:	The Lobbying Issue
July:	The Conference & Events Issue
August:	No Publication
September:	The Education & Expat Issue
October:	The Transportation Issue
November:	The Agriculture & Food Issue
December:	The Advertising, Branding & Marketing Issue

Conditions and technical information

Notes:
1. All prices excl. VAT

Deadlines:
1 week prior to publication (1st Monday of each month)

Design files:
Refer to www.amcham.be website information for sizing and file requirements

Contact

Ready to boost your brand in the US-Belgian Business Community?
For more information on what we can do for you, contact us at:

sales@klenskeink.com
Ph: +32 (0)2 588.00.20
Mob: +32 (0) 493.196.312
Klenske Ink
14b Rue de la Science
1040 Brussels

New for 2012

Gala Dinner and Annual Dinner Programs

Every year AmCham Belgium hosts two formal dinners. The black-tie Gala Dinner is hosted jointly with the American Club of Brussels and features the US Ambassador to Belgium as a keynote speaker. The Annual Dinner focuses on a particular political topic with the Belgian Prime Minister or other official as the guest of honor. Both events attract the Who's Who of the American/Belgium business community and present a prime, captive audience to promote your company's products or services.

Full Page Spread (A5 format): €600/program or €1,000 for both programs

AmCham Connect Print Edition

Although AmCham Connect is an electronic newsletter – print is not dead! New this year, AmCham Belgium will be distributing print editions of its monthly magazine at every AmCham sponsored event. Seminars, Business After Hours, Workshops and Dinners – everywhere your audience will be, AmCham Connect will be right there too.

Full Page Spread (A5 format): €300/edition or €3,000 for one year (11 issues)

Package Opportunities

Branding is all about visibility, and the more visibility your campaign has the more impact it will create. That's why this year we're bundling our AmCham Belgium advertising opportunities into unique package options for you:

	Listed Price
The 'CEO'	
• Annual Directory (Full Page)	€2,625.00
• Dinner Brochures	€1,000.00
• AmCham Connect Print Editions	€3,000.00
• 12 Months Online Advertising	€1,200.00
	Total: €7,825.00
	Special Discounted Rate: €7,000.00
The 'Managing Director'	
• Annual Directory (Full Page)	€2,625.00
• Dinner Brochures	€1,000.00
• 6 Editions of AmCham Connect Print	€1,500.00
• 6 Months Online Advertising	€600.00
	Total: €5,725.00
	Special Price of: €5,150.00
The 'Department Head'	
• Annual Directory (Full Page)	€2,625.00
• Dinner Brochures	€1,000.00
	Total: €3,625.00
	Special Price of: €3,200.00

Mix and Match

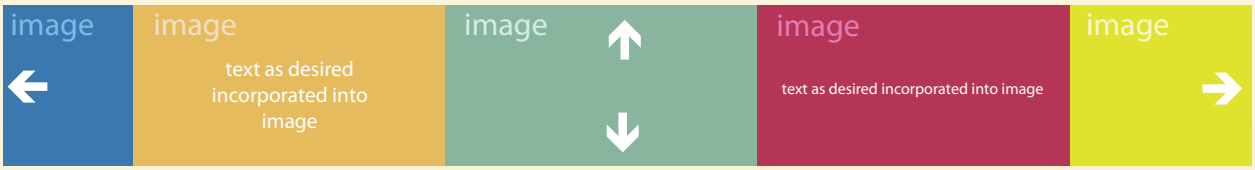
Nothing here suit your marketing needs? Just ask and we'll create a customized solution for you!

Call us today for details and additional pricing.
sales@klenskeink.com
+32 (0)2 588.00.20

Website Ads - Formats and Options

There are a number of options available for Advertisments on the website. Below we have outlined four of the most common styles that we offer.
Due to the myriad of possibilities available, further technical information will be supplied to you detailing the features and limitations of each option.

Option A. Static banner.
- 1 image with text over.
- Flexible layout to suit your needs.
- Click anywhere on banner to go to remote website. (multiple links possible by 'zoning' of link areas)



Option B. Animated/Slide Show banner.
- Up to 5 different images with text over, on a timeline. (Each image can be full banner size, or smaller as shown above).
- Flexible layout to suit your needs.
- Click anywhere on banner to go to remote website/s. (multiple links possible by 'zoning' of link areas)
- Animation of images can be left to right, up and down, or fade in/out.
- Special effects for text and images can be incorporated.

Option C. Animated Movie banner.
- Embedded basic video player with text over. (generally short extracts of longer movies)
- Click on banner to go to remote website. (One link possible)
- Movie can play continuously or start in paused state, with sound muted. Visitors then click to have the movie start playing and switch the sound on.

Option D. Custom 'Imagination' banner.
- If you have an idea that is out of the ordinary, crazy, interesting, or experimental - we can help you develop and realize your specific needs and campaign requirements.
- Anything is possible in terms of animations, slideshows, sounds, mini-games, remote content, etc.

Sizes and formats:

Banner
468px X 60px

Skyscraper
120px X 600px

Button
120px X 240px

KLENSKE ink
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