



**The Business Council  
of Westchester**  
THE COUNTY'S CHAMBER OF COMMERCE

# THE BUSINESS COUNCIL OF WESTCHESTER 2008 MEMBERSHIP DIRECTORY & RESOURCE GUIDE

## Professional Profiles

The Annual Membership Directory will list all members of the Business Council by business classification. In addition to various sizes of display advertising the Directory will include *Professional Profiles*. These will be available in full and half-page units, in color and black & white. They are an opportunity to present your firm and/or services in an "editorial" format.

Increase the visibility of your business with an in-depth biography detailing your business or profession's origins, achievements and promises for the future. Or simply present your professional or business message in other than the usual style of an advertisement. You supply the text and image(s). We'll handle production.

Full-page advertisers will want to consider purchasing overruns of their profile to use as mailers, leave-behinds, reception room informational pieces, etc.

### NET RATES

	<u>Four-color</u>	<u>Black &amp; White</u>	<u>Includes Ill. and approx.</u>
Full	\$2,625	\$2,120	500 words
1/2page	\$1,785	\$1,450	350 words

#### Dimensions

Full page	7" wide x 10" deep
Half-page	7" wide x 4 7/8" deep

#### Overruns

First 1,000	\$225
Add'l thousands	\$100

**Deadline for space reservations: Wednesday, December 20, 2007**

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