

# SACC-USA Online & Print Advertising 2011/2012

A Key Resource for Transatlantic Networking & Business Contacts

## ABOUT SACC-USA

The Swedish-American Chambers of Commerce of the United States, Inc. (SACC-USA) help Swedish companies find the right partners in the USA – and vice versa. By using a wide network and contact generating events, we ensure that products, services and information are presented in the right way to the right people.

## WHY USE OUR ADVERTISING CHANNELS?

When advertising through the SACC-USA advertising channels your company or organization will get the attention of decision makers at Swedish and U.S. companies in our large network of business leaders, politicians, trade organizations, and other recipients interested in transatlantic trade. Collectively, our advertising channels have nationwide exposure to professionals in the U.S. and Sweden; online, through e-mails and in print. We offer you the opportunity to address present and future customers and partners, and to develop your connections in a professional and business oriented environment.

## OUR ONLINE ADVERTISING CHANNELS

**SACC-USA Website:** This is the start page for the whole SACC network and we will continue to improve this website by adding useful content on trade-related issues (facts) and re-design some of the layout. On this page we offer advertising opportunities in form of **box ads**.

[www.sacc-usa.org](http://www.sacc-usa.org)

**Currents Online:** Since we no longer print the magazine *Currents* it has been increased focus on the online version called *Currents Online*. Here you will find news from the Swedish-American business network, interviews and columns relating to Swedish-American business, entrepreneurship, R&D and trade. On Currents Online we offer advertising opportunities in form of **box ads**, **large ads**, **banners** and **advertorials**. [www.sacc-usa.org/currents](http://www.sacc-usa.org/currents)

**eCurrents:** Our e-newsletter, which is sent out 10-12 times a year, functions as the feeder to Currents Online as almost all articles in eCurrents are connected to a longer article on Currents Online. Here we offer advertising opportunities in form of **box ads** and **short advertorials**.

[www.sacc-usa.org/currents/get-ecurrents](http://www.sacc-usa.org/currents/get-ecurrents)

**Swedish-American Online Business Directory:** The directory lists all of our members in Sweden and the U.S. The search is currently made based on industry. The directory is available to be searched by anyone, so the visibility for all listed companies is great. This is a very useful tool to explore the U.S. market, especially for Scandinavians. Here we offer **box ads**.

[www.saccdirectory.org](http://www.saccdirectory.org)

## SALES CONTACT

To place an order for your ad, or to receive more information, please contact Emmy Melander at SACC-USA.

**Email:** [emmy@sacc-usa.org](mailto:emmy@sacc-usa.org)

## ONLINE ADVERTISING RATES\*

SACC-USA Website		1 months	6 months	12 months	Fee
Box Ad	(125*125)	\$500	\$2,500	\$5,000	N/A
<b>Currents Online</b>					
Box Ad	(125*125)	\$500	\$2,500	\$5,000	N/A
Large Ad	(250*194)	\$700	\$3,500	\$6,000	N/A
Banner	(468*100)	\$900	\$4,500	\$8,000	N/A
Advertorial		N/A	N/A	N/A	\$1,200
<b>eCurrents</b>					
Box Ad	(125*125)	\$500	\$2,500	\$5,000	N/A
Advertorial		N/A	N/A	N/A	\$1,200
<b>Online Business Directory</b>					
Box Ad	(125*125)	\$275	\$1,500	\$2,500	N/A

\*SACC Members receive a 10% discount. Book before Jan. 30 and receive an early bird discount of an additional 10%.

## THE DEALS & DISCOUNT PROGRAM

Swedish-American Chambers of Commerce offers our members selected deals and discounts at numerous partner companies around Sweden and the U.S. The Deals & Discounts Program is an opportunity for your company or organization to promote your services with a discount to our members. For more info about how to join the Deals & Discounts Program, please contact Emmy Melander at SACC-USA. **Email:** [emmy@sacc-usa.org](mailto:emmy@sacc-usa.org)

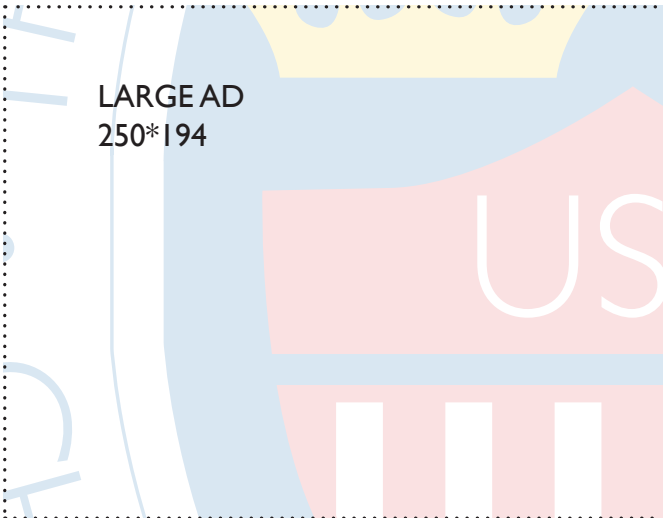
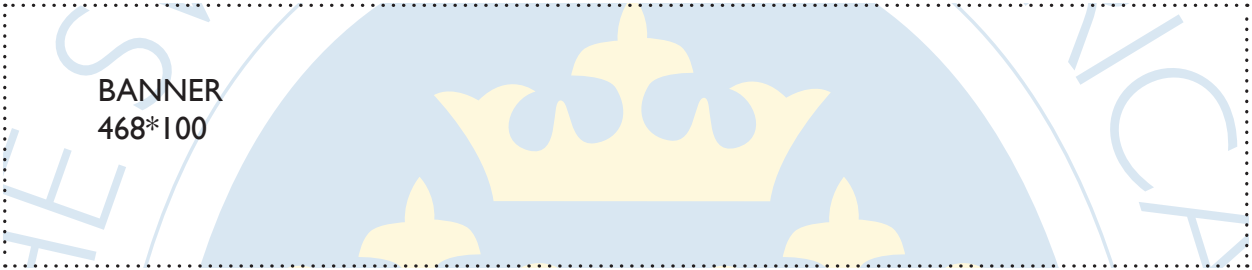
## EXAMPLE OF COMPANIES WHO ADVERTISE WITH US



Scandinavian Airlines



## ONLINE AD DIMENSIONS & SPECIFICATIONS



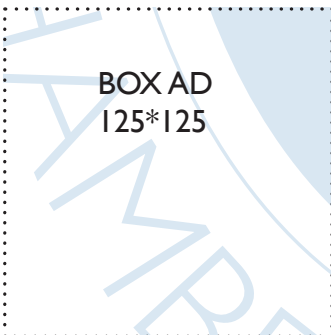
### DIMENSIONS

All sizes in pixels.

### SPECIFICATIONS

Your ad must be:

- In either JPEG, TIFF, EPS, PSD or GIF file format.
- RGB color mode.
- Name your file with ad type and company name like example below.  
*banner\_yourcompany.jpg*



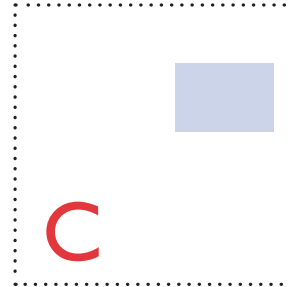
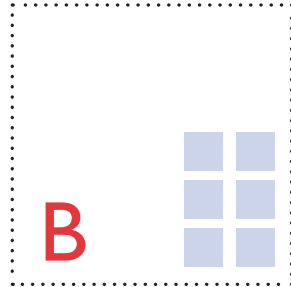
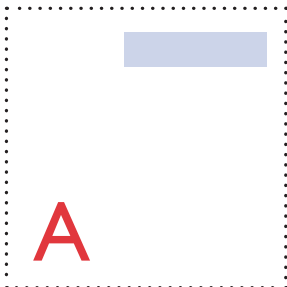
### HOW TO SUBMIT YOUR AD

**E-mail:** [marketing@sacc-usa.org](mailto:marketing@sacc-usa.org) (maximum file size 8MB)

**CD or USB:** Mail to SACC-USA, House of Sweden, 2900 K Street NW, Suite 403, Washington D.C. 20007 USA

**FTP:** Files should be compressed (Mac files should be Stuffed and PC-files should be WinZIPPed). For ftp log-in information, please contact SACC-USA.

## NET AD POSITIONING



- A. BANNER
- B. BOX AD
- C. LARGE AD

## OUR PRINT ADVERTISING CHANNEL

**SACC-USA Membership Directory:** By advertising in the SACC-USA Membership Directory your company will get the attention of a vast number of senior executives from companies in the U.S. and Sweden interested in transatlantic trade. The users of the SACC-USA Membership Directory will be exposed to your advertisement repeatedly.

The SACC-USA Membership Directory is distributed to all SACC members, trade-related organizations in the U.S. and Sweden, and is used as a promotional tool and essential networking resource. Our members, companies, and organizations interested in our network use the SACC-USA Membership Directory regularly as their prime tool for contacts to Swedish-American businesses.

The Membership Directory is the official Directory for SACC-USA's corporate members, as well as the members of the 19 regional chambers; Arizona, Carolinas, Chicago, Colorado, Detroit, Florida, Georgia, Greater Los Angeles, Greater Orlando/Tampa Bay, Minnesota, New England, Ohio, Philadelphia, San Diego, San Francisco/Silicon Valley, Seattle, Texas, Utah, and Washington D.C.

## MEMBERSHIP DIRECTORY ADVERTISING RATES\*

Membership Directory	Full color	Black and white
Back Cover (5.5"*8.5")	\$9,000	N/A
Inside Cover (5.5"*8.5")	\$6,000	N/A
Full Page (5.5"*8.5")	\$4,000	\$3,000
Half Page (5.5"*4.25")	\$2,000	\$1,500
Quarter Page (2.75"*4.25")	N/A	\$1,000

\*SACC Members receive a 10% discount. Book before Jan. 30 and receive an early bird discount of an additional 10%.

## SALES CONTACT

To place an order for your ad in the SACC-USA Membership Directory 20011/2012, or to receive more information, please contact Emmy Melander at SACC-USA.

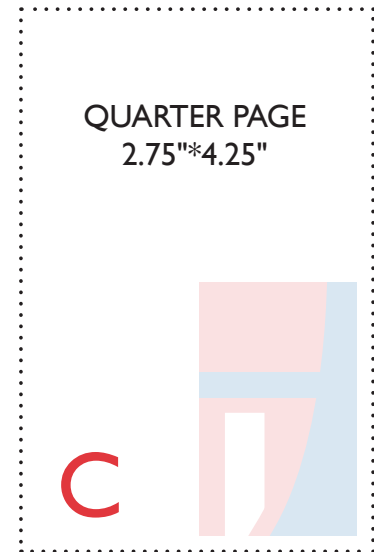
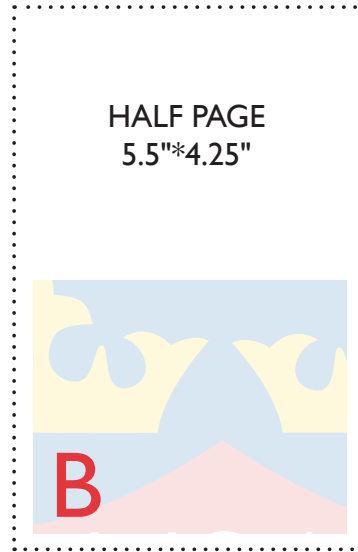
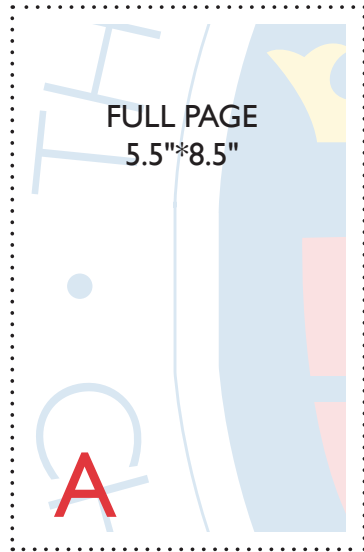
**Email:** [emmy@sacc-usa.org](mailto:emmy@sacc-usa.org)

**Deadlines are February 29 for insertion orders, and March 6 for ad materials.**

The Membership Directory will go to print on April 16 and be distributed in May 2012.



## PRINT AD DIMENSIONS & SPECIFICATIONS



### SPECIFICATIONS

#### Your ad must be:

- In PDF, EPS, JPEG or TIFF file format. Please be sure to embed all fonts, links and images.
- CMYK color mode.
- High resolution (300dpi).
- Name your file with ad type and company name like example below.  
*fullpage\_yourcompany.pdf*

### HOW TO SUBMIT YOUR AD

**E-mail:** [marketing@sacc-usa.org](mailto:marketing@sacc-usa.org)  
(maximum file size 8MB)

**CD or USB:** Mail to SACC-USA,  
House of Sweden, 2900 K Street  
NW, Suite 403, Washington D.C.  
20007 USA.

### DIMENSIONS

#### All sizes in inches.

**A. BACK COVER, INSIDE COVER & FULL PAGE**  
Size: 5.5"\*8.5.

Please include 0.125" bleed.

**B. HALF PAGE**

Size: 5.5"\*4.25".

No bleed necessary, but for cutting purposes please be sure to leave a safety area of 0.25" from the trim edge of the ad.

**C. QUARTER PAGE**

Size: 2.75"\*4.25".

No bleed necessary, but for cutting purposes please be sure to leave a safety area of 0.25" from the trim edge of the ad.

### LAYOUT & DESIGN SERVICE

If you need help with creating and designing your advertisement, SACC-USA can assist you. Please contact [marketing@sacc-usa.org](mailto:marketing@sacc-usa.org), or call (+1) 202 536 1520 for more information and quotes.