

American  Chamber
of Commerce in Egypt

POSSIBILITIES UNLOCKED



AmCham Egypt is the go-to resource for information about Egypt's business environment and economic data. AmCham's print and digital products and services enjoy the highest and most prestigious viewership in the market, while its digital platforms receive millions of hits each month.

BUSINESS MONTHLY MAGAZINE

Business Monthly, the journal of the American Chamber of Commerce in Egypt, is the premier destination for business leaders and decision-makers, who demand high-quality, in-depth reporting and insightful analysis of the Egyptian economy and business environment.

The print magazine is distributed to all AmCham members plus a subscriber base of government officials, diplomats, academics and other stakeholders in the business community. Each issue has an average monthly readership of more than 40,000 across print and digital versions.

Business Monthly's dedicated website features a full pdf of the print issue plus economic research, exclusive interviews, timely coverage about trending issues, and much more.



www.businessmonthlyeg.com



@BusinessmonthlyEg



@Businessmonthly



Business Monthly

POSITION	RATE (EGP)
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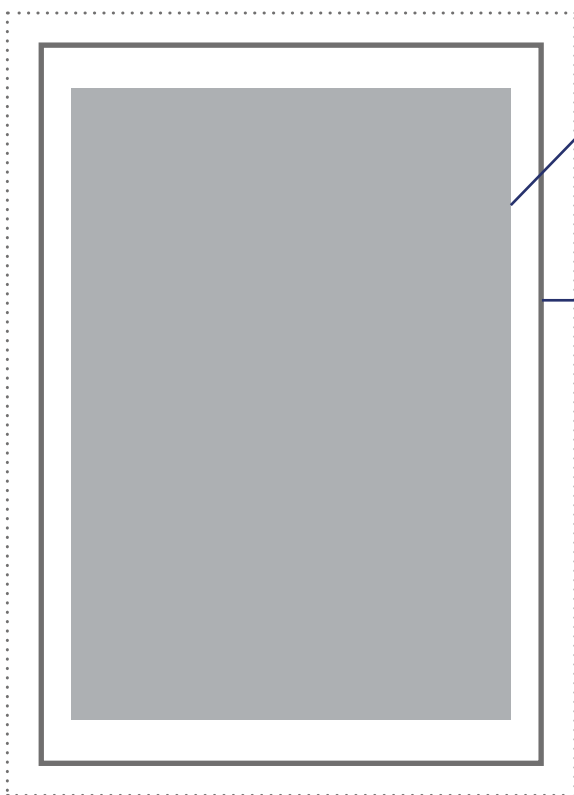
Back Cover -----	99,000
Inside Front/Inside Back Cover -----	65,000
Page One -----	65,000
Page before Table of Contents -----	45,000
Page facing Table of Contents -----	60,000
Page facing AmCham President's Letter -----	65,000
Page facing Editor's Note -----	60,000

EDITORIAL PACKAGES	RATE (EGP)
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Full Page Editorial <i>(includes editing & design services)</i> -----	75,000
VIP Editorial <i>(Double-page Spread, includes personal interview, editing & design services)</i> -----	89,000

All rates are subject to 14% VAT.

ADVERTISING SPECIFICATIONS:



Text, logos and other content which will not bleed to be contained within an area not exceeding 17.5 x 25.5 cm

Trim of page 20.5 x 28.5 cm

For bleed, add 0.5 cm

OUTPUT FILE SPECIFICATIONS

File type = EPS, PDF or TIFF image files (TIFF files should be closed layers)

Image mode CMYK

DPI = 300

* Digital files should be accompanied by a color print proof to ensure final copy and color matching

BUSINESS MONTHLY WEBSITE

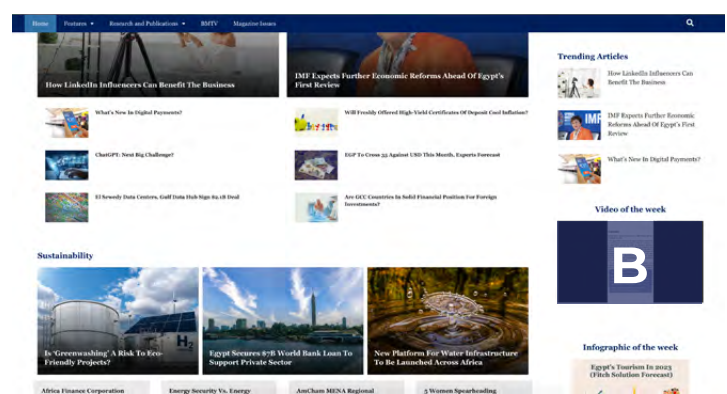
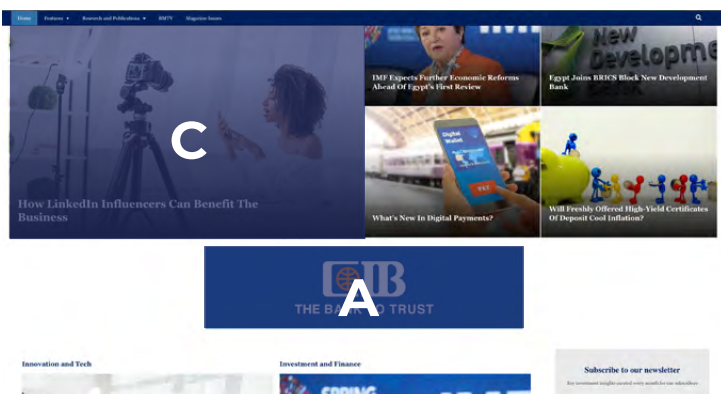
The magazine has an even greater reach with Business Monthly's new website. In addition to all of the print magazine's articles, this dedicated website features economic research, exclusive interviews and timely coverage about trending issues.

However you get your news and analysis – phone, tablet, PC or print – Business Monthly is there for you.

Your Ad will appear on Business Monthly website home page: www.businessmonthlyeg.com

AD TYPE	PRICE (EGP)
A. Main Banner on the home page and the internal pages of the magazine's website	10,000/month 6,000/month with an Annual Contract
B. Video of the Week featured on the home page for 1 week and then listed in the featured videos on the website	15,000
C. Digital Article Packages	25,000/article
VALUE PACKAGES • Prime Digital Article + Video of the Week OR Main Banner	35,000
• VIP (Digital Article + Video of the Week + Full Page Editorial in Business Monthly's print edition)	55,000

All rates are subject to 14% VAT.



AMCHAM MEMBERSHIP DIRECTORY

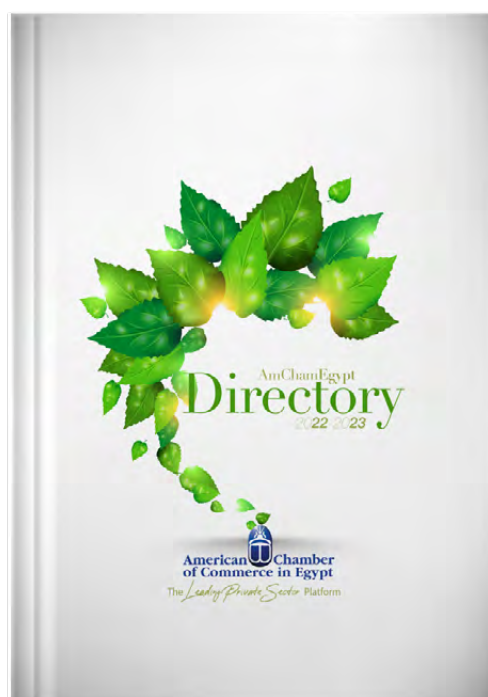
Covering more than 1,000 companies, the AmCham Egypt Membership Directory is the most comprehensive listing of Egypt's elite business community, featuring detailed company contacts and business profiles, as well as contact information for key Egyptian and U.S. government agencies.

The Directory is distributed to 2,200+ AmCham members and is available for purchase by the wider business community.

DIRECTORY RATE CARD

POSITION	RATE (EGP)
Back Cover -----	175,000
Inside Front/Inside Back Cover -----	110,000
Page One -----	110,000
Double-page Spread before Table of Contents -----	100,000
Page before Table of Contents -----	89,000
Page facing Table of Contents -----	110,000
Page before Alphabetical Listings ----- <i>(After Table of Contents)</i>	89,000
Special Heavyweight Separator ----- <i>(Both sides, Front & Back)</i>	130,000
Heavyweight Separator ----- <i>(Single side)</i>	85,000

All rates are subject to 14% VAT.



AMCHAM DESK CALENDAR

With its table-top design, the annual AmCham Desk Calendar allows for placement of your corporate message on the front and back of the displayed month. The calendar is distributed in December to all AmCham members, putting your brand in front of the nation's top decision makers.

POSITION

RATE (EGP)

Calendar Ad (2 placements) ----- 119.000

All rates are subject to 14% VAT.



RESEARCH SPONSORSHIP OPPORTUNITIES

EGYPT – U.S. TRADE & INVESTMENT PROFILE

This snapshot of bilateral trade and investment trends between Egypt and the United States is an invaluable reference for business leaders in both countries.

EGYPT BUSINESS DIGEST

This concise report includes macroeconomic and legislative updates as well as the latest news about major investment projects in Egypt. The Digest is shared during AmCham’s Annual Doorknock Mission and all other business delegations to and from Egypt.

ANNUAL REPORT

The report is a record of AmCham activities and accomplishments during the year.

POSITION	RATE (EGP)
Egypt-U.S. Trade & Investment Profile – Company Logo	50,000
Egypt Business Digest – Company Logo	25,000
Annual Report – Inside Back Cover Ad	120,000

All rates are subject to 14% VAT.



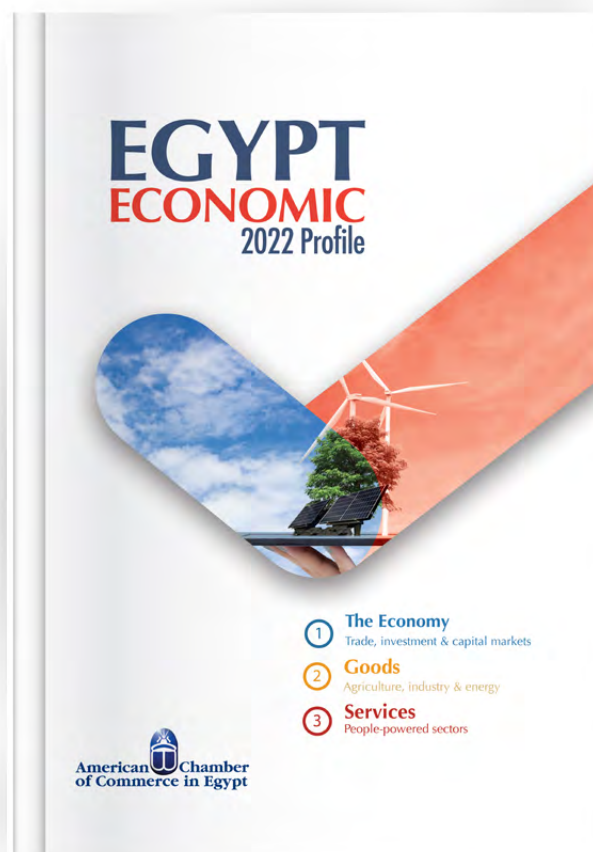
EGYPT COUNTRY REPORT

EGYPT COUNTRY REPORT

This comprehensive country report covers the macroeconomic landscape and all of Egypt’s major goods and service sectors. It is distributed to all AmCham Egypt principal members as well as the Chamber’s mirror organization in the U.S., AmCham Inc.

POSITION	RATE (EGP)
Egypt Country Report– Company Logo -----	100,000
Heavyweight Separator (5 Available) -----	150,000

All rates are subject to 14% VAT.



INDUSTRY INSIGHT

Featuring expert interviews and in-depth analysis, the Industry Insight series focuses on trends and growth potential in some of the major sectors of the Egyptian economy, including real estate, banking and finance, and energy.

POSITION	RATE (EGP)
Back Cover	110,000
Inside Front/Inside Back Cover	65,000
Page One	65,000
Page before Table of Contents	45,000
Double-page Spread before Table of Contents	80,000
Page facing Table of Contents	60,000
Page facing Section Opener	60,000
Center Double-page Spread	125,000

EDITORIAL PACKAGES	RATE (EGP)
Full Page Editorial <i>(Includes editing & design services)</i>	75,000
VIP Editorial <i>(Double-page Spread, includes personal interview, editing & design services)</i>	89,000

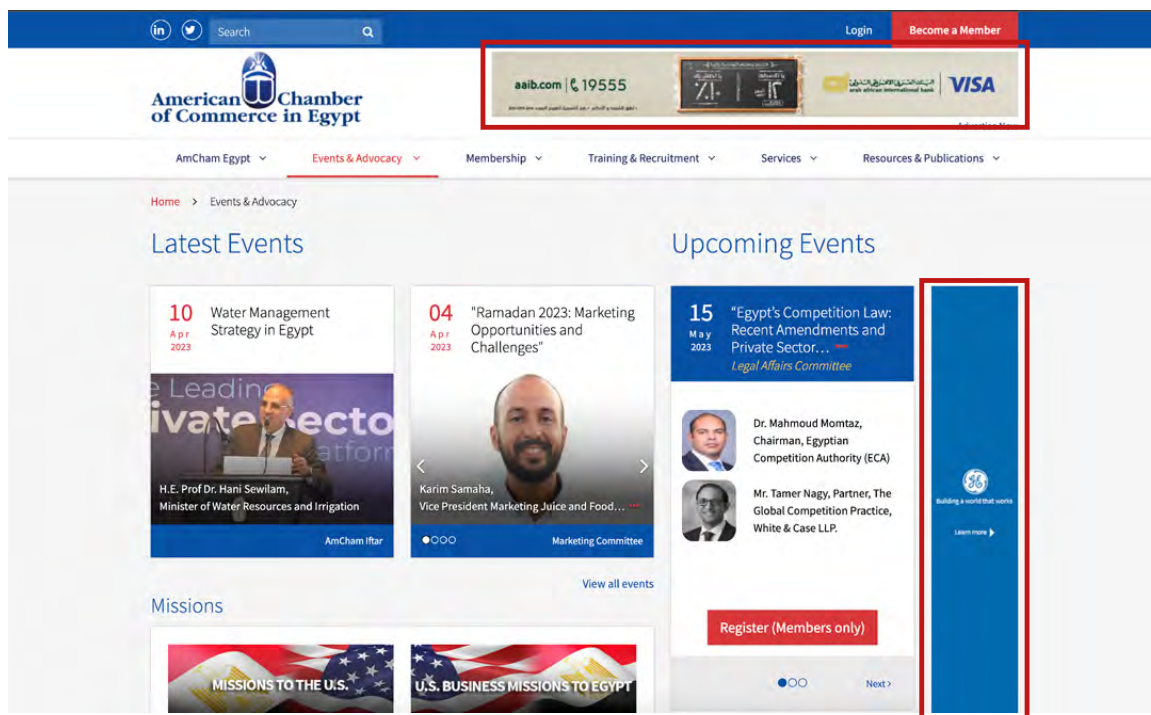
All rates are subject to 14% VAT.



DIGITAL SERVICES

WEB ADVERTISING

The AmCham Egypt website features coverage and information about the Chamber's many activities and services, including conferences and briefings with local and international dignitaries, trade and economic data, capacity building and professional development services, HR recruitment services and business support services. The website receives nearly 2 million page views per month.



Benefits:

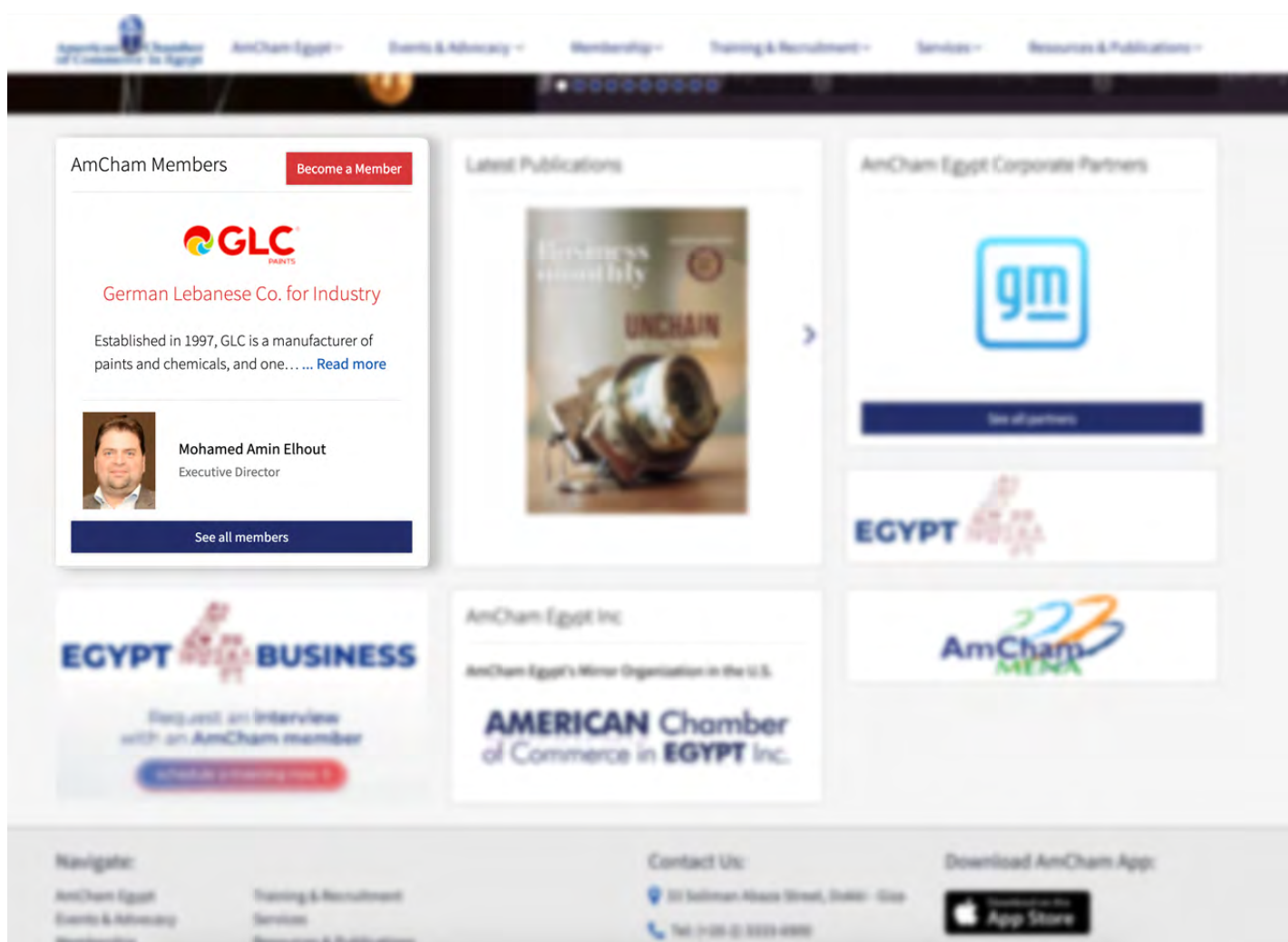
- Your Ad is placed on a main zone and will also be placed on extra complimentary zones.
- You receive a monthly Ad statistics report with the total number of page views.
- You can update your campaign every month free of charge.

BANNER TYPES	PRICE (EGP)
Super Banner Ad (Horizontal/Vertical) (Static/Animated)	15,000/month
Video Ad	Exclusive rate: 75,000/year instead of 190,000
Home-page Online Billboard	89,000/year instead of 190,000

DIGITAL SERVICES

COMPANY PROFILE PACKAGE (CPP)

Every year, hundreds of thousands of visitors search AmCham's online Membership Database. AmCham's Company Profile Package (CPP) makes it easier for potential partners to connect with your business.



Benefits:

- High-profile presence – in rotation – on the AmCham Egypt website's home page.
- Super Banner Ad on your company profile, clickable to your website or any landing page.
- Clickable icons that redirect users to your official social media channels.
- Video ad that connects to your YouTube channel.
- Company Logo

Exclusive rate: EGP 75,000

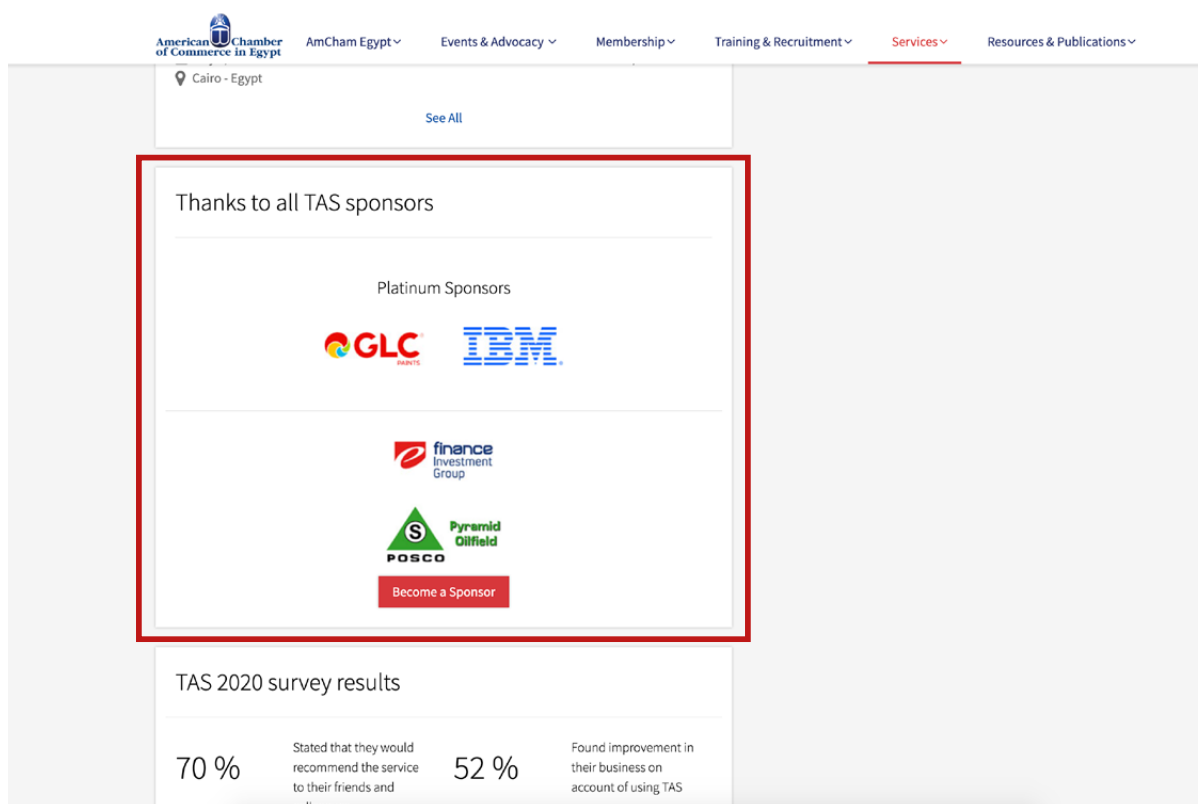
All rates are subject to 14% VAT.

DIGITAL SERVICES

TENDERS ALERT SERVICE (TAS)

The Tenders Alert Service (TAS) is an online subscription service offering quick and easy access to thousands of tenders, projects and news in 16 business sectors.

An email with the latest TAS content is sent three times per week to subscribers. Currently, TAS reaches nearly 31,000 subscribers, of which nearly 1,350 are AmCham member companies.



Benefits:

- **Your company logo** (linked to your website) is prominently displayed as an official sponsor on:
 - ◇ TAS landing page
 - ◇ TAS alert emails (3x per week) and quarterly reports sent to subscribers
 - ◇ A page dedicated to TAS sponsors on the video marquee at AmCham's headquarters
- **Super Banner Ads**
 - ◇ Prominently displayed on the TAS landing page
 - ◇ 75 placements on TAS alert emails (sent 3x per week)
- **Free Premium TAS subscriptions**
 - ◇ 15 additional accounts to access all TAS sectors for one year (*a value of EGP 30,000*)

Exclusive rate: EGP 75,000

All rates are subject to 14% VAT.

DIGITAL SERVICES

MOBILE APPLICATION

(1 Spot Left)

AmCham Egypt's Mobile Application, available on IOS and Android, lets members use their smart phones to receive notifications, register and pay online for events, as well as access video and audio of event speeches, the Members database and many other services.



Benefits:

- **High-profile exposure:** The app features only 4 sponsors per year.
- **High viewership:** The app has nearly 12,000 users including AmCham members and the business community at large.
- **Premium branding opportunities:** Your company logo will appear on
 - The App splash screen and home page
 - All marketing materials for the App, including online banners and marketing emails
- **Extensive banner ad placement** on the inner pages of the application.

Exclusive rate: EGP 150,000/year

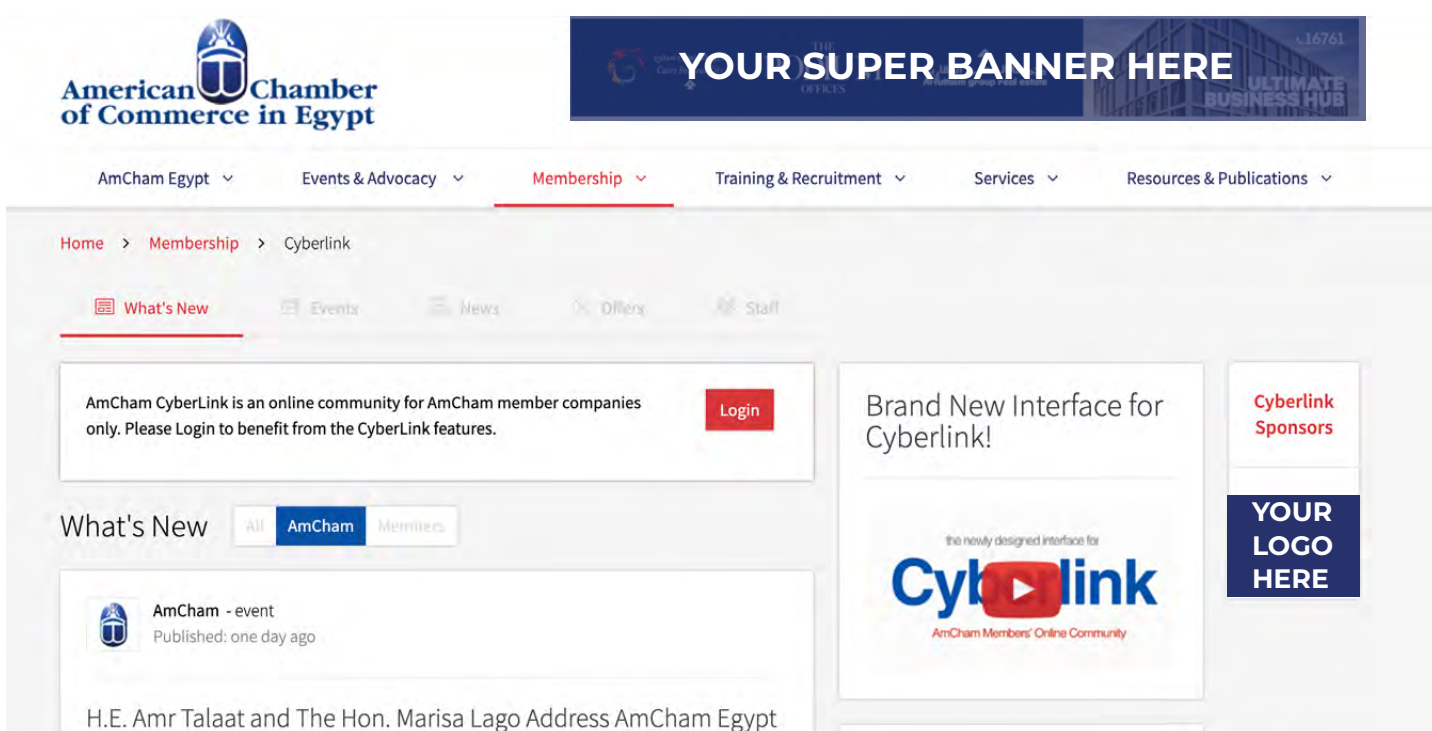
All rates are subject to 14% VAT.

DIGITAL SERVICES

CYBERLINK

AmCham Cyberlink is the online community for AmCham member companies and selected staff from the U.S. Embassy, USAID, and other decision makers from the United States and MENA region.

Cyberlink provides online access to video/audio of speeches given at AmCham events within 48 hours. It is the main channel for members to register for events, renew their memberships, update their corporate contact information, publish corporate news, and submit exclusive offers for other AmCham members.



Benefits:

- Company logo and a free banner ad placed on the Cyberlink home page of the AmCham website all year round, with links to your company's website.
- Company logo placed on all emails sent to all AmCham members and other users such as:
 - The monthly "Happening at AmCham" newsletter [View sample](#)
 - New Exclusive Offers for members [View sample](#)
 - "New Members" announcements [View sample](#)
 - New Account confirmations sent to new users [View sample](#)

Exclusive rate: EGP 50,000 (For AmCham Members only)

All rates are subject to 14% VAT.

INDEX

NAME	PAGE
<u>Business Monthly Magazine</u> -----	2
<u>Business Monthly Magazine rate card / Ad specs</u> -----	3
<u>Business Monthly Website</u> -----	4
<u>AmCham Membership Directory</u> -----	5
<u>AmCham Desk Calendar</u> -----	6
<u>Egypt US Trade/ Business Digest / Annual Report</u> -----	7
<u>Egypt Country Report</u> -----	8
<u>Industry Insight</u> -----	9
<u>Web Advertising</u> -----	10
<u>Company Profile Package (CPP)</u> -----	11
<u>Tenders Alert Service (TAS)</u> -----	12
<u>Mobile Application</u> -----	13
<u>Cyberlink</u> -----	14