

Chamber Advertising Opportunities - 2010



Monthly Newsletter

Chamber Connections, the monthly newsletter, is distributed via e-mail (with an online link) to approximately 1,250 Chamber-member contacts and is posted and archived on the Chamber's Web site for additional views and search-engine contacts. Printed copies are displayed in the Chamber office.

Ads are full color. New art is available each month. Ads can link to advertiser's Web site if desired. \$25 set-up (art preparation) fee applies to all size ads. Full page size is 8.5 x 11 inches.

Rates are per issue/month. Advertisers receive a 20 percent discount when they prepay for 12 months (in one or two increments); purchase a combination of Web, e-news and print advertising; or use the same ad artwork for six or more months.

- One-eighth page: \$60 per issue (See 20 percent discount offers that apply, above.)
- One-quarter page: \$120 per issue (See 20 percent discount offers that apply, above.)
- One-half page: \$200 per issue (See 20 percent discount offers that apply, above.)
- One full page: \$300 per issue (See 20 percent discount offers that apply, above.)



Weekly E-Newsletter - **New**

Chamber Links, an e-newsletter, will be e-mailed weekly to more than 1,500 members and community contacts who receive Chamber communications. Follow-up issues will be e-mailed with updated information (and same advertising) at additional times during most weeks of the year.

Rates are per week. Advertisers receive a 20 percent discount when they prepay for six or more issues (or purchase a Web banner ad in addition to the e-newsletter advertising).

- **Headliner advertiser** (limited to one per weekly issue): \$120 per issue (See 20 percent discount offers that apply, above.)
 - Headliner ad appears across the top of each weekly issue, directly under the masthead. "This week's Chamber Links is sponsored by ..." Only one advertiser is permitted per issue. The ad is "advertorial" (article) style, featuring the advertiser's logo or photo, up to 75 words of text, and a link to click through to the advertiser's Web site and/or membership directory listing.
- **E-news sponsor**: \$60 per issue (See 20 percent discount offers that apply, above.)
 - Advertiser's logo appears at the bottom of a weekly Chamber Links issue, approximately 150 pixels wide. The logo is a link to click through to the advertiser's Web site and/or membership directory listing. Unlimited number per issue.
- **New !! "E-sert" promotional opportunity**: \$75 per issue. This timelier, more affordable, "greener" and more pervasive advertising opportunity replaces the insert priced at \$95/half-page and \$190/full-page that was part of the bulk mail packet in the past.
 - Links to "e-sersts" bearing the Chamber business name are featured prominently in the frame of the weekly newsletter.

E-vert links, continued ...

For example:

- [30-percent sale at XYZ Jewelers ...](#)
- [Meet the experts at Oakland Realty ...](#)
- [YumYum Café offers new banquet hours ...](#)
- Clicking on the link brings up a PDF file provided by the advertiser (or produced with the assistance of the Chamber staff). The file may be full color and may contain up to two 8.5 x 11 pages. The files are suitable for readers to print, download or share with others via e-mail.
- Copies of the e-verts will be displayed that week at the Chamber office for visitors to view or take.
- New format saves printing costs! There is no longer a need for the advertiser to provide printed fliers to insert.

Web Site Advertising

Banner Ads

- ✓ **Home page sponsor:** \$4,000 per year; \$2,000 for six-month interval; \$1,000 for three-month interval. Limited to six sponsors. Your company is showcased with a banner ad on the home page, the primary position on the site. Your ad rotates at intervals with other sponsors' ads. *Each banner ad, 468 x 60-pixels in size, is a link to your company's Web site.*

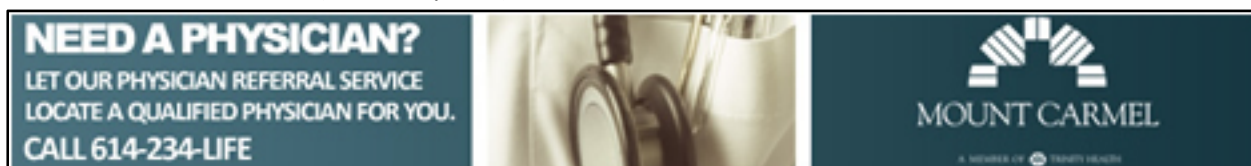


You also may promote your company by providing industry-related content for the site. Your monthly or quarterly commentary or “advertorial” space may be an expert’s column or a review of industry trends (e.g., real estate, travel or investment tips). Your banner ad on a topical index page serves as a link to your content.

This level of sponsorship includes these additional features and levels in which your banner ad will be placed:

1. a Main Index Page Sponsorship, featuring your banner ad on primary navigation pages
2. a Directory Feature Category Sponsorship - prime advertising space in one for three areas related to the membership and business directories: 1) the category where their business is listed; 2) the search page; or 3) the list of all categories.
3. a Quick Link Category Position (where applicable)
4. priority placement in one directory category (highest level available)
5. a Directory Listing Total Enhancement Package (described below)
6. one additional business listing category.

Actual size of a banner ad (468 x 60 pixels):



Web Site Advertising, continued

More Banner Ad options

- ✓ **Main index page sponsor:** \$2,000 per year; \$1,000 for six-month interval; \$500 for three-month interval. Limited to four per primary page. Example of main index page: Visiting Worthington. Your ad rotates at intervals with other sponsors' ads. *Each banner ad, 468 x 60-pixels in size, is a link to your company's Web site.* This level of sponsorship includes these additional features and levels in which your banner ad will be placed:
 - a Directory Feature Category Sponsorship - prime advertising space in one for three areas related to the membership and business directories: 1) the category where their business is listed; 2) the search page; or 3) the list of all categories.
 - a Quick Link Category Position (where applicable)
 - priority placement in one directory category (highest level available)
 - a Directory Listing Total Enhancement Package (described below)
 - one additional business listing category.

- ✓ **Directory feature category sponsor:** \$1,000 per year; \$500 for six-month interval; \$250 for three-month interval. Limited to five per industry type. Example of directory feature category: Insurance. Your ad rotates at intervals with other sponsors' ads. *Each banner ad, 468 x 60-pixels in size, is a link to your company's Web site.* This level of sponsorship includes these additional features and levels in which your banner ad will be placed:
 - a Directory Feature Category Sponsorship - prime advertising space in one for three areas related to the membership and business directories: 1) the category where their business is listed; 2) the search page; or 3) the list of all categories.
 - a Directory Listing Total Enhancement Package (described below)
 - one additional business listing category.

20-percent discount applies if additional types of advertising are purchased along with banner ad.

Business Directory Listing Enhancements

Total Web site enhancement package: \$100/year. Includes logo or photo, highlighted background, 50-word description, map link, 10 key words and one additional category listing.

Individual enhancements are priced as follows:

- Logo - \$25/year
- Photo - \$25/year
- Highlighted background (light blue box) - \$25/year
- 50-word business description (free to new members for first 90 days of membership) - \$25/year
- 10 key words selected by advertiser (to enhance Web search) - \$25/year
- Map locator (links listing to Google Maps locator of business address) - \$25/year
- Additional business category cross-listing - \$25/category per year; five categories/\$100 per year

Contact Kathryn Paugh at 888-3040, ext. 101 (or e-mail Kathryn@worthingtonchamber.org) for further details about all Chamber advertising and promotional opportunities.