

# Promote YOUR BUSINESS WITH CHAMBER ADVERTISING OPPORTUNITIES

One of the top reasons businesses join the Chamber is to network and promote their goods and services. To help our members economically market to other members, we offer exclusive advertising opportunities.

## WEEKLY ENEWS UPDATE

Place an ad in the Franklin Chamber of Commerce Weekly eNews Update and reach 900+ local business people. Two side bar square ads and two banner ads are available each month. The square ad placement is on the right side column. The banner ad is placed approximately mid-page in the news feed. Each ad is sold by the month and will run in every weekly update of the month. Link your ad to your website, an email address, your Chamber website profile or a landing page you specify.

### AD PLACEMENT FEES

► Two of each size per month

### SQUARE AD

\$100 per month

### BANNER AD

\$100 per month

## MEMBER 2 MEMBER EMAIL

The Member 2 Member Email program is an exclusive opportunity to promote your services to fellow Chamber members in a separate weekly email. We will distribute only one M2M email each week to all Chamber contacts by noon on Thursday. The email will have the Chamber's banner at the top, but the remainder of the email will be dedicated to the member and their advertisement.

### M2M EMAIL FEE

\$100 per week

## THE LINK QUARTERLY NEWSLETTER

Place a newsletter ad in *The Link*, our quarterly newsletter that is published and mailed in February, May, August and November. Information in this publication promotes activities that have no timeline or occur prior to the release of the next newsletter. No more than four ads (size 2.5" w x 1.5" h, pdf or jpg, electronically submitted) will be included in each newsletter.

### AD PLACEMENT FEES

### NEWSLETTER AD

\$50 per issue

## MARKETING PACKAGE *best value!*

The Marketing Package includes a bundle of benefits, limited membership dues investment and valuable advertising/promotional opportunities for your business. *All benefits valid for calendar year*

- Chamber membership dues investment up to \$375
- Annual Golf Outing Birdie sponsorship, including signage
- Two Chamber eNews banner ads
- Two Chamber Member 2 Member email messages
- One electronic Chamber member mailing list
- Quarter (1/4) page ad in the *Business Exchange* magazine

### MARKETING PACKAGE

\$750 per year



**Payment for all advertisements will be required prior to the running of any ad, no exceptions.**



120 East Jefferson Street | Franklin, IN 46131

P: 317-736-6334 F: 317-736-9553 | W: franklincoc.org |



# Sample AD SIZES

## HORIZONTAL BANNER AD ⓘ ▶ Two available per month

200 pixels high



600 pixels wide

## SQUARE SIDE BAR AD ⓘ

▶ Two available per month

300 pixels high



300 pixels wide

## NEWSLETTER AD ⓘ

2.5 inches wide

1.5 inches high



## Ad specifications

### HORIZONTAL BANNER AD

- Two available per issue
- Runs in each weekly eNews update for the month
- Dimensions:** 600 pixels wide by 200 pixels in height
- File Resolution:** 300 DPI (pixels per inch)
- Color:** Full color
- File Type:** .jpg, .png or .gif
- Animation:** Cannot be "Flash" but they can be "animated GIFs" \*
- Deadline:** The Friday before the week of distribution
- Send Ad to:** Anya McConnell at amcconnell@franklincoc.org

*\*Ad animation is acceptable, but be aware that many email clients do not support animated images.*

### SQUARE SIDE BAR AD

- Two available per issue
- Runs in each weekly eNews update for the month
- Dimensions:** 300 pixels wide by 300 pixels in height
- File Resolution:** 300 DPI (pixels per inch)
- Color:** Full color
- File Type:** .jpg, .png or .gif
- Animation:** Cannot be "Flash" but they can be "animated GIFs" \*
- Deadline:** The Friday before the week of distribution
- Send Ad to:** Anya McConnell at amcconnell@franklincoc.org

### MEMBER 2 MEMBER EMAIL

- Only one available per week, distributed on Thursday by noon
- File Type: .jpg
- 600 pixels wide or less
- File size no larger than 100KB
- Cannot accept animated GIFs/rotating images, image maps or flash
- Recommend a combination of text and graphics.
- Send offer to:** Anya McConnell at amcconnell@franklincoc.org

### DESIGN HELP NEEDED?

Members can design and submit ads meeting the required specifications below. If design services are needed, you are welcome to contact our creative professional, Maleta Schmidt, at maletaschmidt@me.com for a custom design estimate.

