

ADVERTISING OPPORTUNITIES

2018-2019

The Chamber's audience is a great place to focus your advertising attention, with a history of delivering excellent ROI on each dollar invested. We target your message to an audience of decision makers for B2B services and products as well as consumers with above average discretionary income. The Chamber's advertising options, which include web, electronic communications, print and video messaging, helps you brand your products and services to a highly selective market at a competitive price point. Consider making Chamber advertising part of your marketing plan today!



GREATER READING CHAMBER ALLIANCE

ELECTRONIC ADVERTISING

The Greater Reading Chamber Alliance has an extensive email bank that represents Greater Reading's business elite. Use this highly interactive medium to deliver your message directly to decision makers who also buy consumer goods. E-mail marketing allows you to change your message instantly and keep it fresh...allowing for maximum return on your advertising dollars. Options include:

The Connection – Electronic Newsletter **NEW!**

We have re-designed our previous e-newsletter (Chamber Happenings) to provide the information our members crave in an eye-catching and easy to navigate way! The Connection will focus solely on GRCA news and events and continue to be delivered to you each Tuesday.

This eNewsletter reaches over 5,000 members with an open rate of 25%.

1. BANNER AD – 1 premium space available - \$400/month (4 newsletter blasts)

Placement: Your premium banner ad will be located mid-newsletter.

Specs: 100 x 500 px at a resolution of 72 ppi.

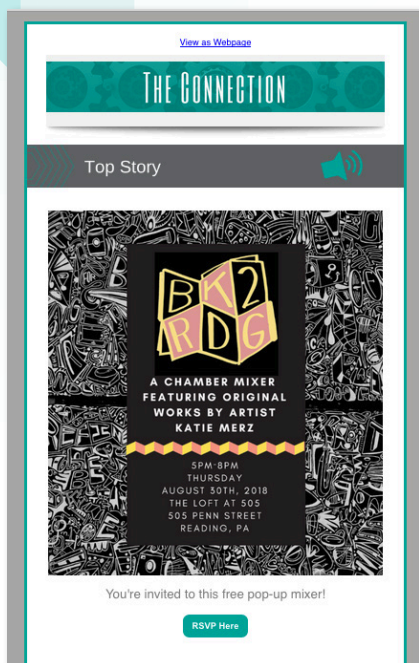
Text should be limited and large enough to read. One link per graphic.

2. BLOCK AD – 3 spaces available - \$300/month (4 newsletter blasts)

Placement: Your block ad will be located at the footer of the newsletter.

Specs: 125 px x 200 px at a resolution of 72 ppi.

Text should be limited and large enough to read. One link per graphic.



Member Minute – Electronic Newsletter **NEW!**

We have created a brand-new e-newsletter to focus exclusively on our members. This will be the place to announce important anniversaries, new members, gold star items, member events and more. This eNewsletter reaches over 5,000 members and is delivered on a bi-weekly schedule on Thursdays.

1. BANNER AD – 2 premium spaces available - \$250/month (2 newsletter blasts)

Placement: Your banner ad graphic will be located under our main topic headings.

Specs: 100 x 500 px at a resolution of 72 ppi.

Text should be limited and large enough to read. One link per graphic.

2. PROMOTIONAL TEXT – \$75/newsletter

Placement: Your promotion will be located under "Member2Member".

Specs: Your promotional text can advertise an upcoming special at your business, new product promotion, etc. and includes your logo, text (50 words or less) and link.

(Logo specs: 125 x 125 px at a resolution of 72 ppi.)

eSpotlight – Weekly eBlast

Your exclusive ad or video email message is sent directly to our entire email audience. This creative and timely advertising vehicle gives you flexibility to creatively get your message out using your full-color graphic linked to your webpage, video or podcast. These are emailed to our members on Mondays only.

1. EBLAST IMAGE– 1 advertiser per email blast - \$350/blast

One month prior notice required.

Specs: JPG - 600 px wide with a resolution of 72 ppi; 600 px high preferred but not required

Subject line for eBlast & link

WEBSITE ADVERTISING

Be seen 24/7/365! The new GRCA website is live, offers an interactive platform for our members and now showcases not only Chamber activities but how you can live, work and play in the Greater Reading area. In aligning with the Economic Partnership and Development Fund the reach of the GRCA website has never been larger. Utilize this platform as an opportunity to reach Greater Reading businesses and businesses outside of Berks looking to invest in our community. Options include:

Premium Webpages

Choose to place your ad on our NEW website! Your ad will rotate on our Premium Pages so no matter where our guests click through, your ad will be seen on our most popular pages.

MEMBER BENEFITS - BUSINESS DIRECTORY - EVENTS CALENDAR
SMALL BUSINESS - BUSINESS RESOURCES - FINANCING

Skyscraper Ad - 10 premium spaces available - \$250/month or \$600/quarter (\$100 value!)

Placement: Your skyscraper ad graphic will be located vertically in the left sidebar. Ads will rotate between all Premium pages with only one ad on each page at a time.

Specs: 200 x 400 px at a resolution of 72 ppi.

Text should be limited and large enough to read. One link per graphic.

Enhanced Web Listing

Don't forget to enhance your company description in the Member Information Center on our new GRCA website Member Directory. You can include a direct URL link to your company website, event flier advertising messages, contact information, videos & photos, education tips and much more!

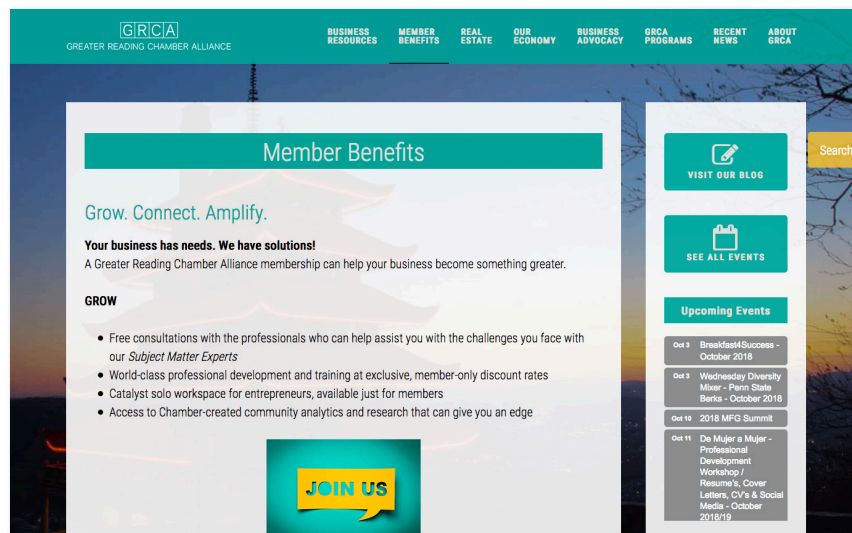
FREE to our members!

Additional Web Listing

All members receive a free member directory listing however taking the opportunity to list your business in other industry categories will enable you to reach more potential clients.

Don't forget you can make this extra listing, like your first listing, as enhanced as you'd like.

\$100 per extra listing - per year



ADVERTISING BUNDLES

Broadcasting your message to the GRCA membership across all mediums ensures your message is received! Our packages were created to maximize your exposure, at a value, for one month. Options include:

Live Bundle

Skyscraper Ad across GRCA Premium Pages
eSpotlight eblast

Rate: \$500 | Value: \$600

Work Bundle

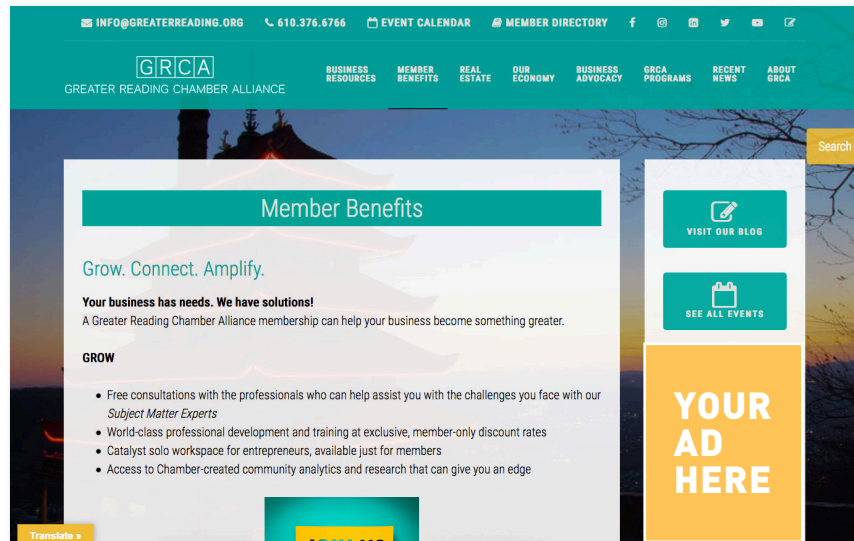
Skyscraper Ad across GRCA Premium Pages
Block Ad in The Connection (4 newsletters per month)
Banner Ad in Member Minute (2 newsletters per month)

Rate: \$650 | Value: \$800

Play Bundle

Skyscraper Ad across GRCA Premium Pages
Block Ad in The Connection (4 newsletters per month)
Banner Ad in Member Minute (2 newsletters per month)
eSpotlight eblast

Rate: \$950 | Value: \$1150



TO ADVERTISE WITH THE GREATER READING CHAMBER ALLIANCE, CONTACT RACHAEL ROMIG

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