

# HIGHLIGHT YOUR BUSINESS



## 2021 ADVERTISING OPPORTUNITIES

### 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

The Connection focuses on GRCA news and events and is delivered every other Tuesday. It reaches 3,500+ members with an average open rate of 15% and click rate of 14.5% (both above industry average).

- **Banner Ad:** 1 premium space available - \$300/month (2 newsletter blasts)  
**Placement:** Your premium banner ad will be located mid-newsletter.  
**Specs:** 500(w) x 100(h)px at a resolution of 72 ppi.  
Text should be limited and large enough to read. One link per graphic.

#### Member Minute – Electronic Newsletter

This is the place to announce important anniversaries, employee promotions, gold star items, member events and more. It reaches 3,500+ members and is delivered the 3rd Thursday of the month with an average open rate of 16% and click rate of 9% (industry average).

- **Banner Ad:** 2 premium spaces available - \$150/month  
**Placement:** Your banner ad graphic will be located mid-newsletter.  
**Specs:** 500(w) x 100(h)px at a resolution of 72 ppi.  
Text should be limited and large enough to read. One link per graphic.
- **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(w) x 125(h) px at a resolution of 72 ppi.

#### eSpotlight – Weekly eBlast

Your exclusive ad or video email message is sent directly to 4,000+ members. 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 and offer an average open rate of 18%.

- **eBlast Image:** 1 advertiser per email blast - \$350/blast - One month prior notice required.  
**Specs:** 600(w) px at a resolution of 72 ppi | If using text, must be at least 12 pt. font | PNG image preferred  
Subject line for eBlast | Link destination for image/ad



## WEBSITE ADVERTISING

### 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:** 5 premium spaces available - \$250/month or \$600/quarter (\$150 value!)

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

**Specs:** 200(w) x 400(h) px at a resolution of 72 ppi.

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

### 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



## SOCIAL MEDIA ADVERTISING

Through 2020 social media usage and e-commerce has skyrocketed. The GRCA Facebook page offers 4,400+ likes and 5,300+ followers to view your Facebook posts and live messages. In addition, the GRCA Instagram page offers 1,700+ followers to see your broadcasts. **Options include:**

### Social Media Takeover

■ **Facebook Live:** 1 per week available - \$150 per Live session

**How:** You will be granted host privileges for your 10-minute Live session with access to the GRCA membership, chat features and ownership of your Live session. The content is yours to create and will be advertised by GRCA in advance of the takeover date.

\*Following the Live session GRCA will offer your week-long views, comments and likes but will remain in the GRCA Facebook video archives to view again and again.

■ **Facebook & Instagram Takeover:** – 1 per week available - \$200 per Takeover

**How:** Your posts will be the only posts made on the GRCA Facebook & Instagram during your selected day (as a post in the GRCA story).

**Specs:** Three Facebook posts (images + verbiage) and three Instagram posts (images + verbiage) will be provided to GRCA at least 1 week in advance for scheduling

## WOMEN2WOMEN ADVERTISING

Women2Women (W2W), a special program of the GRCA, serves as a catalyst to develop women leaders by connecting women from diverse backgrounds to learn, share ideas, and mentor each other. In its 10th anniversary year in 2021 with a captivated audience, advertising with the GRCA through W2W is the perfect way to reach the Berks female demographic.

### Women2Women eNews

The W2W eNews is sent mid-month each month and focuses on upcoming W2W events, inspiration and empowerment through community partnerships, and promotion of other women's organizations to promote leadership development. The W2W eNews reaches 6,000+ with an average open rate of 20% and click rate of 21% (both well above industry average).

- **Banner Ad:** 1 premium space available - \$200/month (1 newsletter blast)  
**Placement:** Your premium banner ad will be located mid-newsletter.  
**Specs:** 500(w) x 100(h) px at a resolution of 72 ppi.  
Text should be limited and large enough to read. One link per graphic.

## IN-EVENT ADVERTISING

### Pre-Recorded Video Advertisement

Even with the switch to virtual events, the GRCA membership and not-yet members are interested in meeting for intentional networking, signature events and workshops. This is a captivated audience whether in person at a venue or in front of their computer screen. GRCA membership events average 40-80 attendees.

- **30-second Video:** 1 per event - \$150/event  
**Placement:** Your video will be played during the event based on the event timeline.  
**Specs:** 30-second video must be uploaded to Youtube and link shared with GRCA prior to event. Content of video is at discretion of advertiser. The event schedule will be shared for all requests including potential topic and speaker.

## MEET GREATER RDG

Meet Greater RDG gives residents a fresh look at our vibrant community, and visitors to our region a glimpse at what makes our community special. The magazine is an exciting opportunity to advertise in a sleek, current piece that will be in every hotel; local, regional and state government offices; doctors' office and salon across the county. Meet Greater RDG will also reach 1,200 business leaders via mailing to GRCA members. You will reach over 500,000 community visitors, residents, and leaders. The only publication of its kind in our area, Meet Greater RDG is the go-to resource that promotes our area's extraordinary quality of life.

- Advertising options range: \$2,100-\$3,300

## GRCA SIGNATURE PUBLICATIONS

GRCA offers excellent quarterly publications. If you are interested in advertising in these quarterly magazines, please contact Hoffman Publishing at 610-685-0914 ext. 1.

- *Commerce Quarterly Magazine*
- *Women2Women Magazine*



## ADVERTISING BUNDLES

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

### Live Bundle

1. Skyscraper Web Ad across GRCA Premium Pages
2. eSpotlight eblast

**Rate:** \$500 | **Value:** \$600

### Work Bundle

1. Skyscraper Web Ad across GRCA Premium Pages
2. Banner Ad in The Connection (2 newsletters per month)
3. Social Media Takeover (your choice)

**Rate:** \$600 | **Value:** \$725

### Play Bundle

1. Skyscraper Web Ad across GRCA Premium Pages
2. Banner Ad in Member Minute (1 newsletter per month)
3. eSpotlight eblast
4. Social Media Takeover (your choice)

**Rate:** \$800 | **Value:** \$925

**To advertise with the Greater Reading Chamber Alliance, contact Rachael Romig.**

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