



# ELEVATE

## YOUR BUSINESS

### 2023 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:**

#### eSpotlight – Weekly eBlast

Your exclusive ad or video email message is sent directly to 4,150+ 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 Mondays only and offer an average open rate of 13%.

- **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

#### The Connection – Electronic Newsletter

The Connection focuses on GRCA news and events and is delivered every other Tuesday. It reaches 3,600+ members with an average open rate of 15%.

- **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 3,600+ members and is delivered the 3rd Thursday of the month with an average open rate of 15%.

- **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.

## WEBSITE ADVERTISING

### Premium Webpages

Choose to place your ad on our NEW website! Your ad will rotate throughout our newly redesigned website, so no matter where our guests click through, your ad will be seen.

- **Block Ad:** 5 premium spaces available - \$250/month or \$600/quarter (\$150 value!)  
**Placement:** Your block ad graphic will be located in the left sidebar. Ads will rotate throughout the site.  
**Specs:** 300(w) x 250(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

Social media usage and e-commerce has skyrocketed. The GRCA Facebook page offers 6,200+ followers to view your Facebook posts and live messages. In addition, the GRCA Instagram page offers 2,100+ 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



#### OUR ADVOCACY WORK

Action Center  
Pro-Business Policies  
Passenger Rail  
Sponsors + Partners  
Advocacy Events



The Greater Reading Chamber Alliance (GRCA) serves as the front-line advocate for business and community. We provide a bridge between business, community and government – helping our federal, state and local officials to acknowledge the challenges businesses face, while providing business-friendly solutions to regulatory, legislative and workforce issues. Through lobbying, testifying, developing key relationships, grassroots activities, tracking bills and regulation, we promote a Pro-Business Policy Agenda. GRCA will continue to work with our members and community to keep everyone engaged in the process to build our healthy, competitive business community.

#### PRO-BUSINESS POLICY AGENDA

We evaluate member priorities through various interactive initiatives and surveys. Member input is used to establish the Chamber's Pro-Business Policy Agenda developed by the Council along with the Standing Issues Committees and approved by the Chamber Board. We collaborate with other organizations/groups that are engaged in similar priorities, so we can align and speak with one voice and effectively use available resources.

#### BUSINESS & COMMUNITY ADVOCACY COUNCIL (BCAC)

GRCA members have the ability to participate on the Business & Community Advocacy Council that meets on a regular basis and include special Issues Task Forces along with community and alliance partners.

Issues Task Forces (established every two years based on policy agenda)

## WOMEN2WOMEN ADVERTISING

Women2Women (W2W), a special program of 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 11th year 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 5,200+ with an average open rate of 20%.

- **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.

### 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. Block Web Ad across GRCA Premium Pages
2. eSpotlight eblast

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

### Work Bundle

1. Block 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. Block 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

## GRCA MEMBER MAILING LABELS

Getting directly into a mailbox is another way to reach a new audience. We offer a label printing service including company name and address for our 800+ members handed directly to you for mailing.



**Regular Price:** \$1,000

**Educational Institutions:** \$600

**Not-for-Profits:** \$500

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

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