

# 2024 ADVERTISING GUIDE

## 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 2,400+ 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 29%.

- **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 28%.

- **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 30%.

- **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 award-winning 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 7,600+ followers to view your Facebook posts and live messages. In addition, the GRCA Instagram page offers 2,500+ 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 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 12th 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 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 5,000+ with an average open rate of 31%. It boasts an impressive 3.3% click rate.

- **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 and visitors a fresh look at our vibrant community, and provides an exciting portrait of our region to use as a tool to attract and retain talent. You will reach over 500,000 community visitors, residents, and leaders. The stories in the magazine are shared on multiple social media platforms with a following of more than 16,300. 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 850+ 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 Katie Johnsen.**

kjohnsen@greaterreading.org | 610-898-7779