



# Sponsor the Member Storytelling Campaign!

The Greater Reading Chamber Alliance (GRCA) marketing team collaborated with two of its members—Bell Media Group and Lauren Little Photography—to create a GRCA Member Storytelling Campaign. From a world-renowned dessert manufacturer to America’s oldest hatmaker to a lumber company born from the remnants of a wooden roller coaster, the campaign sought to delve into the little-known trials, tribulations and triumphs of each business and uplift their stories within the local business community. Through hours of interviews, facility tours, photo and video shoots, the team proudly brought these stories to life in an interactive multimedia presentation.

Parts of these stories may make you laugh. Other parts may help you feel inspired. And still others might bring up new thoughts or questions. But above all, we hope these stories spark passion and excitement for what’s possible in Greater Reading, Pa.

**Now, we want your company to be a part of these stories.**

## What you get during each two-week campaign

- **Custom-designed, interactive web ad:** Work with Bell Media Group to design the perfect ad for your company and desired messaging. A copy of the final ad asset will be available to your company for future use and placement.

### Choices include:

- **3-D Image Ad:** These ads are not merely static images, but vibrant visual delights that incorporate clickable buttons and encourage users to actively participate in the life-like movement within the content.
- **Dynamic Fade Ad:** These ads are not merely static images, but visual delights that incorporate clickable buttons and encourage users to actively participate in the life-like movement within the content.
- **Email banner ad:** Your banner ad graphic will be placed in an email sent out to more than 8,000 recipients.  
**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.
- **Social media mentions:** Your company will be mentioned in all social media posts related to the storytelling campaign such as reels, photo albums and paid, Facebook posts.
- **Logo placed in videos:** Your company logo will be placed at the end of the videos created to promote the story.
- **Mentions in publications:** Your company will be listed as the series sponsor in *Berks County Living Magazine* and *422 Business Advisor*.

Scan to view example ads



## 2024 Campaign

**Metrics** (through 7 stories)

- **113,372** paid & organic reach
- **344,971** paid & organic impressions
- Shared with **18,600+** social media followers on GRCA platforms
- **10,354** paid & organic link clicks
- **201,805** video views
- **6,000+** story views
- Reached **35,000+** print and web readers of *Berks County Living Magazine*
- Reached **16,000+** print and web readers of *422 Business Advisor*
- Email: average open rate of **23%** and an average click rate of **2%**

**PRICE: \$2,500/per OR \$15,000/8 campaigns (\$20,000 value)**