

# 2018 ADVERTISING RATES

Add the Grand Rapids Chamber to your marketing mix! Promote your business to nearly 2,400 fellow member businesses representing 175,000+ employees by advertising through our many channels of communication!

## TCN ADVERTISING

The Chamber News is a quarterly web magazine distributed through email, our website, and social media.

\$300/half page  
(number of ads: \_\_\_\_\_/  
months: \_\_\_\_\_)

\$500/full page  
(number of ads: \_\_\_\_\_/  
months: \_\_\_\_\_)

- Full page ad size: 9.5w x 12h, half page ad size: 9.5w x 6h
- Deadline: the 25th of the preceding publication month
- Submit to Anna Young at [younga@grandrapids.org](mailto:younga@grandrapids.org)
- All ads are in full color. Provide digitally in Adobe Illustrator or Photoshop, EPS or high-resolution PDF formats.

## CHAMBER WEEKLY UPDATE

The Chamber's weekly eNews is sent to more than 7,000 subscribers and shares business growth resources, Chamber event information, business and community news and more.

Banner Ads: \$150/week

- Horizontal banner, 468w x 60h pixels
- Provide URL for ad to link to
- Deadline: Friday at 12pm the week before ad will be published (eNews is published weekly on Mondays)
- Submit to Anna Young at [younga@grandrapids.org](mailto:younga@grandrapids.org)

Content Block: \$250/week

- Color image, 800w x 300h pixels
- Provide URL for image to link to
- 60 word max description (May include hyperlinks)
- Deadline: Friday at 12pm the week before ad will be published (eNews is published weekly on Mondays)
- Submit to Anna Young at [younga@grandrapids.org](mailto:younga@grandrapids.org)

## SPONSORED WEBSITE CONTENT

Increase your reach by hosting content created by your business both in our weekly eNews, and on the Chamber's blog.

\$1450 per three (3) months or \$500 monthly

- Options include: written content with images (1000 word max., up to 4 photos), or video (3 minutes max.)
- Content will be promoted on the Chamber's social media platforms.
- Contact Omar Cuevas at [omarc@grandrapids.org](mailto:omarc@grandrapids.org) or 616.771.0357 for more information.

**GRAND  
RAPIDS  
CHAMBER**

## WEBSITE SIDEBAR ADVERTISING

Our website, [grandrapids.org](http://grandrapids.org), receives over 25,000 unique page views per month.

Home page ad: \$1450 per three (3) months or \$500 monthly

Inside page ad: \$1000 per three (3) months or \$350 monthly

- Select 1 inside page:

- Membership Benefits
- Your Chamber
- Chamber Blog
- Become a Member

- 300w x 250h pixels, 72 dpi, GIF format or .JPG

- Provide URL for ad to link to

- Deadline: Submit at any time (allow 72 hours for banner to be "live")

- Submit to Anna Young at [younga@grandrapids.org](mailto:younga@grandrapids.org)

## ENHANCED WEBSITE LISTING

**Make your business stand out to potential customers and increase the number of visitors to your website. The Chamber's online directory is heavily used by organizations and individuals searching for Grand Rapids area businesses. The online directory is searchable by business name, category and keywords.**

Annual listing: \$100

- Enhanced membership web listing includes:

- Top search results in our member directory
- Your full-color company logo
- 25 words (or less) business description

- Contact Omar Cuevas at [omarc@grandrapids.org](mailto:omarc@grandrapids.org) or 616.771.0357 for more information.

## DISCLAIMERS

- Advertisers must be Grand Rapids Chamber members in good standing.
- Prepayment is required. Advertisers will be invoiced upon receipt of this agreement and ad space is guaranteed when payment is received.
- Space is subject to availability and content is subject to approval. The Chamber reserves the right to refuse any advertisement and accepts no liability for products or services advertised. An agreement to advertise does not constitute an endorsement by the Grand Rapids Chamber.
- Advertiser agrees to purchase the advertising space as selected on this form.

## PLEASE COMPLETE

Completed by: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Method of Payment (prepayment is required):  Invoice me (PO # \_\_\_\_\_)  Check enclosed  Credit Card

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_ CVC# \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_