

# 2019 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 bi-monthly web magazine distributed through email, our website, and social media. TCN is published bi-monthly on the first Monday of the month. 2019 dates are Feb. 4, April 8, June 3, Aug. 5, Oct. 7 & Dec. 9.

PDF Advertisement:

\$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.

Email Banner Ad: \$150/Issue

- Horizontal banner, 468w x 60h pixels
- Provide URL for ad to link to
- Deadline: the 25th of the preceding publication month
- Submit to Anna Young at [younga@grandrapids.org](mailto:younga@grandrapids.org)

Website Blog ad: \$1000 per three (3) months or \$350 monthly

- Blogs included in TCN will also be posted on the Chamber's Blog webpage
- 300w x 250h pixels, 72 dpi, GIF format or .JPG
- Provide URL for ad to link to
- Deadline: the 25th of the preceding publication month
- Submit to Anna Young at [younga@grandrapids.org](mailto:younga@grandrapids.org)

## PODCAST ADVERTISING

Get the word out about your business by purchasing a commercial with the Chamber's podcast, Good Company.

\$250 for a 15-second ad, \$500 for a 30-second ad

- Advertisers are responsible for writing their own content for the ad. 15-second ads are 35 words long, 30-second ads are 75 words long.
- Ads are accepted on a rolling basis, and will be worked into the podcast schedule as they are received. Advertisers will be notified of when their ad will run.
- Each podcast is promoted on the Chamber's website, SoundCloud page, and on iTunes.

**GRAND  
RAPIDS  
CHAMBER**

## 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.

## 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: \_\_\_\_\_