

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!

ADVERTISING RATES

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

WEBSITE SIDEBAR ADVERTISING

Our website, grandrapids.org, receives over 25,000 unique page views per month.

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

- 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")

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

- Select 1 inside page:
 - Membership Benefits
 - Your Chamber
 - Chamber Blog
 - Become a Member

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.

EMAIL ADVERTISING

The Chamber's weekly eNews is sent to more than 4,000 subscribers and shares business growth resources, Chamber event information, business and community news and more.

Banner Ads: \$150/week

- Horizontal banner, 650w x 100h pixels
- Provide URL for ad to link to
- Deadline: Friday at 12pm the week before ad will be published (eNews is published weekly on Tuesdays)

Content Block: \$250/week

- 60 word max description (May include hyperlinks)
- Color image, 650w x 250h pixels
- Provide URL for image to link to
- Deadline: Friday at 12pm the week before ad will be published (eNews is published weekly on Tuesdays)

The Chamber News (TCN) is a web magazine distributed through our website, email, and social media. TCN is published bi-monthly (February, April, June, August, October & December).

Email Banner Ad: \$200/issue

- Horizontal banner, 650w x 100h pixels
- Provide URL for ad to link to
- Deadline: the 25th of the preceding publication month

Content Block: \$300/issue

- Color image, 650w x 250h pixels
- Provide URL for image to link to
- 60 word max description (May include hyperlinks)
- Deadline: the 25th of the preceding publication month

PDF Advertisement: \$200/half page; \$400/full page

- Full page ad size: 9.5w x 12h, half page ad size: 9.5w x 6h
- Deadline: the 25th of the preceding publication month
- All ads are in full color. Provide digitally in Adobe Illustrator or Photoshop, EPS or high-resolution PDF formats.

SPONSORED WEBSITE CONTENT

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

\$500/blog post or \$1450/3 blog posts

- Submit content to be featured on the Chamber's blog. Options include: written content with images (1000 word max. with up to 4 photos), or video (3 minutes max.)
- Content will be promoted on the Chamber's social media platforms and weekly eNews.