

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

EMAIL ADVERTISING

The Catalyst is the Chamber's bi-weekly government affairs update. The Catalyst is sent on Monday mornings to more than 1,500 subscribers to share updates on the Chamber's advocacy efforts, the latest news from Lansing, upcoming policy events and more.

Banner Ads: \$100/issue

- Horizontal banner, 650w x 100h pixels
- Provide URL for image to link to
- Deadline: Thursday at 12pm the week before ad will be published

Content Block: \$200/issue

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

The Chamber's Weekly Update is sent to more than 4,500 subscribers on Tuesday mornings. Weekly Update shares timely business resources, upcoming event information, business and community news and more.

Banner Ads: \$150/week

- Horizontal banner, 650w x 100h pixels
- Provide URL for image to link to
- Deadline: Friday at 12pm the week before ad will be published

Content Block: \$250/week

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

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 image to link to
- Deadline: the 25th of the preceding publication month

Content Block: \$300/issue

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

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 ADVERTISING

Our website, grandrapids.org, receives over 12,000 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

- 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")

SPONSORED WEBSITE CONTENT

Increase your reach by hosting content created by your business on the Chamber's blog. Sponsored blog posts will be promoted on the Chamber's social media platforms and in a Weekly Update email.

\$500/blog post or \$1450/three (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.)

PODCAST ADVERTISING

Get the word out about your business with a commercial with the Chamber's podcast, Back to Business.

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

- 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, Apple podcasts and Spotify.