



## Advertising Opportunities

### The Weekly Update

The Weekly Update is a weekly email communication filled with member news, local and regional news, chamber program information and much more. The Weekly Update is sent out on Monday mornings.

#### Options:

1. Basic Ad – 272.5(w) x 122.5(h) pixel area to advertise your company. This is a great way for members to introduce their company to other members of the chamber. TWO of these ads can be run in a week and are placed at the bottom of the newsletter.

**Investment: \$50 per ad, per week.**

2. Deluxe Ad - 340(w) x 153(h) pixel area to advertise your news, event, sale, etc. displayed on weekly update. This ad is typically placed in the middle of the weekly update.

**Investment: \$100 per ad, per week.**

3. Weekly Update Sponsorship - 545(w) x 245(h) pixel area to advertise your news, event, sale, etc. This ad is typically placed at the top of the weekly update. Additionally, your company logo linked to your web address will be displayed at the bottom of the weekly update for quicker access to your website and company information, as well as being noticed by all viewers.

**Investment: \$150 per ad, per week.**

#### Benefits:

- Delivered to approximately 1,200 desktops of members of the DCR Chamber throughout the metro area with a click-through rate exceeding 30% on any given week.
- Hosted and available for download on the DCR Chamber website
- Informs other members about your company and encourages members to attend events you may be hosting.
- Only ONE advertiser per week (for deluxe and sponsorship).

#### Advertisers Responsibilities:

- Call the chamber to check for availability of desired run date and reserve your space.
- Send the ad you would like to run in a .jpeg or pdf format to [ecorson@dcrchamber.com](mailto:ecorson@dcrchamber.com) no later than noon the Thursday prior to your desired run date.
- Payment for the ad must be received prior to the run date.

### Chamber Website

Showcase your company on the Chamber's website for a fraction of what other forms of advertising might cost. Get the attention of our site's visitors by featuring your business on a clickable logo that is showcased on each page of the website.

**Options:**

1. Full Year Sponsorship – Your clickable logo will be listed on the website for a full year.  
**Investment: \$1,000**
2. Half Year Sponsorship – Your clickable logo will be listed on the website for six months.  
**Investment: \$600**

**Benefits:**

- Your logo is seen by thousands of visitors to [www.dcrchamber.com](http://www.dcrchamber.com) each month.
- Ability for visitors to click on your logo and go directly to your website.

**Advertisers Responsibilities:**

- Provide logo.

**Member Mailing List**

DCR Chamber members may purchase the member mailing list. This excel list consists of company name, primary representative, phone number and mailing address. This is a great way to invite Chamber members to an event you may be hosting or inform them of a service or promotion you are offering.

**Investment: \$75**

**Advertisers Responsibilities:**

- Call the chamber to request your mailing list.
- Payment for the list must be received prior to receiving your list.

**Enhanced Listing**

Enhancing your website listing upgrades your online business profile from a simple listing to its own embellished web page. This includes:

- Eight photos
- 1,600 character description
- Five bullet points
- Logo
- Map link with 20 keywords
- Self-produced YouTube video
- Preferential order (top of list) within their respective categories

**Investment: \$75**

**Advertisers Responsibilities:**

- Call the chamber to request your enhanced list.
- Log into your member profile to add your content.

**Hot Deals, Job Postings, Event Calendar and News Releases**

Log into your online member profile to post hot deal, job posting, add events to the calendar and share news releases. Hot deals, job postings and news releases are all shared on DCR Chamber's Twitter feed as well.

**Investment: Free**

Contact us at 651.452.9872 or via email at [ecorson@dcrchamber.com](mailto:ecorson@dcrchamber.com) for more information.