



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 no later than noon the Thursday prior to your desired run date.
- Payment for the ad must be received prior to the run date.

The MailPak

The MailPak will be sent out quarterly each year to the primary representative at all of our active business members. You provide the ad and we supply the postage and send it out. The MailPak is an easy way to get your message out to a large audience.

Option:

1. Promotional Insert- Insert in the quarterly Mailpack to advertise your business, services, upcoming events, etc. You must supply your own insert.

Investment: \$150

Benefits:

- Delivered to approximately 500 business members of the DCR Chamber throughout the metro area.
- Informs other members about your company and encourages members to attend events you may be hosting.

Advertisers Responsibilities:

- Call the chamber to check for availability and reserve your space.
- Print 500 one page inserts, folded in half (no larger than 8.5 by 11 size paper, folded in half) and bring to Chamber office.
- Payment for the ad must be received prior to the run date.

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.

Contact us at 651.452.9872 or via email at ecorson@dcrchamber.com for more information.