



THE GREATER BETHESDA  
CHAMBER of COMMERCE

## MARKETING OPPORTUNITIES

We are pleased to announce new opportunities for our members to market and promote their business via email and on our website. Now, marketing is offered not only in our weekly e-newsletter, the ChamberWatch, but also in a stand-alone email and on our website.

- ✓ The directed, marketing-only emails are limited to twice per month, and are sent on a Wednesday or Thursday every other week.
- ✓ ChamberWatch is delivered to over 4,000 inboxes on Tuesday each week, loaded with information, facts and news for both members and non-members to enjoy and utilize.
- ✓ If you choose to market on our website, not only can you choose the type of ad, but we can place it on a specific page or rotate throughout the site.

We hope you take full advantage the new and exciting visibility opportunities including banner ads and special spotlight sections. We value your suggestions, ideas and input.

### DEDICATED EMAILS

**\$250 per ad**

This email is a one-ad, one-company email which can be sent to members only or to the entire contact list. This marketing is limited to two emails per month, sent on a Wednesday or Thursday. The same company cannot book consecutive ads; there must be a space of one month between ads, though they may be secured up to 4 months in advance.

#### Requirements and terms for advertisement emails:

- Acceptable formats: .jpg, .gif, (static or animated)  
*\*\*Animated.gif will only display the first frame in most email clients (e.g. Outlook)*
- Spots can be reserved up to a maximum of four months in advance
- Ads must be linked to a webpage
- Artwork must be received by the Wednesday before the email send date
- All ads are subject to approval by the Chamber staff

\*Payment in full must be received before any ad publication, no exceptions.

#### ChamberWatch Stats

- ⇒ Over 4,000 on the contact list
- ⇒ Members and non-members alike
- ⇒ Consistent 20% - 25% + open rate
- ⇒ High Click through rate





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## CHAMBERWATCH

### Banner Advertisement Specifications

Three distinct opportunities for banner advertisements are available in the ChamberWatch e-mail:

#### Premier Banner Ad

**Location:** Directly under e-mail header

**Dimensions:** 728x90px

**Cost:** \$75/week

#### Portrait Banner Ad

**Location:** Within the body of the e-mail, opposite of a content box, (exact location to be determined)

**Dimensions:** 180x300px

**Cost:** \$50/week

#### Banner Ad

**Location:** Within the body of the e-mail, opposite of a content box (exact location to be determined)

**Dimensions:** 728x90px

**Cost:** \$50/week

In addition to the above, location-specific specifications, ads must also adhere to the following criteria:

- ⇒ Acceptable formats: .jpg, .gif, Word or PDF
- ⇒ Ads must be linked to a webpage
- ⇒ Artwork must be received by the Wednesday before the e-mail send date
- ⇒ All ads are subject to approval by the Chamber staff
- ⇒ Payment in full must be received before any ad publication, no exceptions.
- ⇒ Spots can be reserved up at a maximum of three months in advance

## WEBSITE ADVERTISING

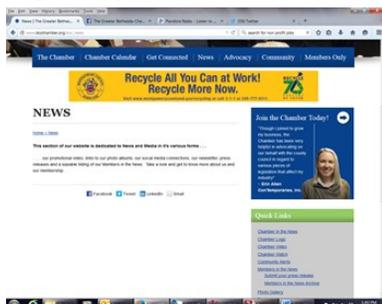
We offer two styles of ads on our website; a top banner ad and a box on the right side of the page. The sizes are:

728 x 90 pixels

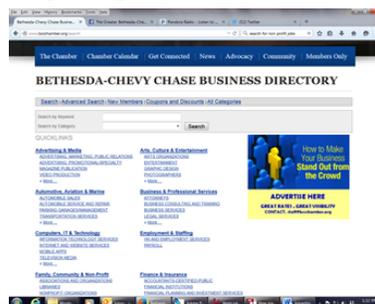
300 x 250  
pixels

We are able to place your ad on a webpage of your choice or rotate on a per/week or per/month basis - **\$75/week or \$250/month**. Contact us for special pricing on Landing Pages.

### Sample Top Banner Placement



### Sample Square Ad Placement





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## MARKETING OPPORTUNITIES

**BANNER BOOSTER SPONSOR**

**\$300 per logo**



Be one of only 12 sponsors per banner. Your logo will be displayed on a banner sign taken to every event, displayed for every meeting, and in the Chamber offices for 1 year. High resolution artwork must be supplied.