



THE GREATER BETHESDA
CHAMBER of COMMERCE

CHAMBER CHOICES – 2020 - 2021

WEBSITE AND EMAIL ADVERTISING

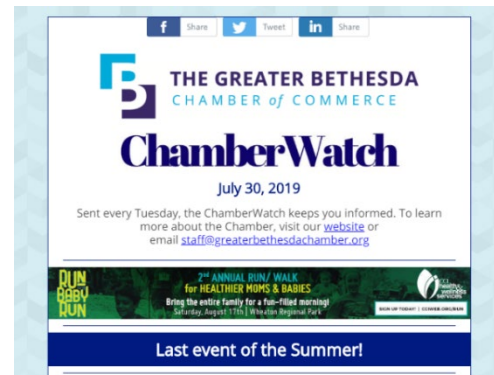
Our members can market and promote their business via email and on our website in various formats: in our weekly e-newsletter, the ChamberWatch; in a stand-alone email; and on our website.

The ChamberWatch is delivered to over 4,000 inboxes each Tuesday, loaded with Information and news for both members and non-members. The email is resent once each week to non-openers.

Our website is a hub of information and events for the business community in the Greater Bethesda Region. Overall, it averages 1,700+ users per month.

ChamberWatch Stats

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



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. E-blasts are limited to two total 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 and .png
- ⇒ 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 publication, no exceptions



ANNIVERSARY

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CHAMBERWATCH

\$50 or \$75 per week

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

⇒ **Premier Banner Ad**

Location: Directly under email header

Dimensions: 728x90px

Cost: \$75/week

⇒ **Portrait or Landscape Banner Ad**

Location: Within the body of the email, opposite of a content box

Dimensions: 180x300px OR 728x90px

Cost: \$50/week

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

- ⇒ Acceptable formats: .jpg, .png, or PDF
- ⇒ 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
- ⇒ Spots can be reserved up at a maximum of three months in advance
- ⇒ Payment in full must be received before any ad publication, no exceptions

WEBSITE ADVERTISING

\$75/week or \$250/month

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:



We are able to place your ad on a webpage of your choice or rotate on a per week or per month basis. Contact us for special pricing on Landing Pages.

Placement Options:

