

# 2021 ADVERTISING OPPORTUNITIES



## **E-Newsletter**

Our weekly newsletter is sent to over 1,000 member's emails every Friday. The service provides timely information about upcoming events, member news, programs and services.

**Frequency: Weekly**

### **Opportunities:**

Square banner ad: \$350/year  
Businesses You Should Know featured article: **FREE**  
Member News and Events: **FREE**

## **Red Alerts**

The Chamber relies heavily on email as a tool to get alerts and updates to its members. Red Alerts provide info on upcoming events, registrations, cancellations etc. The Red Alert sponsor has their logo/name in the signature of all Red Alert emails.

**Frequency: At least 2 a month**

### **Opportunities:**

One exclusive sponsor: \$500/year

## **Workshops/Lunch & Learns**

The Chamber hosts workshops and lunch & learn based on topics Members are interested in. Sponsors logo/company name is published on all advertising regarding the events and sponsor can attend and do brief introduction.

**Frequency: Ongoing**

### **Opportunities:**

Title Sponsor: \$1,200/year

## **Website**

The Chamber's website is a great tool to market your business, keep up with events and find business listings along with information on our growing community. **We have over 5,000 visitors to our website per month!**

**Frequency: Varies**

### **Opportunities:**

**Rotating square block ad on homepage**

1 month rate \$100/month  
3 month rate \$75/month  
6 month rate \$50/month

Ad graphic changes can be made, max 3 times a year

Ad subject to approval

Required dimensions 300 x 300, jpg or png format

### **Banner ad on homepage**

Quarterly rate \$250

Ad subject to approval

Required dimensions 728 x 90, jpg or png format

### **Banner ad on Calendar page**

Quarterly rate \$100

Ad subject to approval

Required dimensions 728 x 90, jpg or png format

## **Facebook/ Social Media**

The Chamber is very active on FB, and sending us your events, etc to post/share is a great way to reach an additional audience.

**Frequency: Ongoing**

### **Opportunities:** FREE- email

Kellee@gtown.org for more info or questions

## **Monthly Luncheons**

The 2nd Monday of every month, Chamber Members gather and enjoy lunch while listening to various community leaders and engaging speakers on topics pertinent to Georgetown/Scott County. Luncheon sponsors receive excellent visibility and opportunity to showcase their business to business-oriented individuals. Sponsors for each luncheon will receive two free meals, company name/logo on all luncheon promotional materials, have a designated meet & greet area set up to promote their business to make contacts while having the opportunity to provide promotional materials/items at each place setting, be introduced at the beginning of the luncheon and have two minutes to speak during the luncheon.

**Frequency: Monthly**

**Opportunities:** \$200 per month

There are additional advertising opportunities in our Georgetown/Scott County Map and Quality of Life magazine, printed every two years. We also have opportunities for our annual Banquet and Golf Tournament which are sent out prior to the events in September and November.