



MEMBER PROMOTIONS AT A GLANCE



Website Advertisements
E-newsletter Advertisements
Member Mailing Lists
Members in the News
Coupons
Job Board

For more information, contact Will Mulligan at
engagement@arlingtonchamber.org or (703) 525-2400 x201

Website Ads

The Chamber's website is a high traffic resource for Arlington businesses and residents, including tools like a searchable business directory, calendars, coupons, Chamber news and event information, and more. By advertising on our website, you'll market your business to the Chamber's growing membership and expand your reach to other individuals who visit the site. See below for rates and details about specific opportunities:

Level 1

- Placement on the Chamber's homepage, and on:
 - Business Directory
 - Chamber's calendar
- Linked to the webpage of your choice
- **RATE:** \$5,000/year
- **SIZE:** 970 x 250 pixels

Level 2

- Placement on:
 - Choice between "Committees," "About the Chamber," "Join Now!," or "Chamber in the News"
 - Other unfilled page of your choice (excluding the homepage)
 - Category page where your business is listed
- Linked to the webpage of your choice
- **RATE:** \$2,000/year
- **SIZE:** 250 x 300 pixels

Level 3

- Placement on category page where your business is listed
- **RATE:** \$2,000/year
- **SIZE:** 250 x 300 pixels

CHECK YOUR WEB AD TRACTION

It's easy! Just log in to the Members Only portal on our website and see how many times your ad has been viewed and clicked.

E-newsletter Ads

Advertising in our e-newsletter is one of the most popular promotional options among our membership. Sent every week to more than 5,000 Chamber members and business leaders across the Arlington community, an e-newsletter advertisement is an effective way to market your business, event, initiative, and more. Your ad will include a link to the webpage of your choice.

See below for rates and details about specific opportunities:

Top-Tier Banner Ads

- Perfect for long-term promotion of your business or a special deal
- Ad placement at the TOP of the e-newsletter for an entire year
- Linked to the webpage of your choice
- **RATE:** \$1,800 for once a month/year
\$2,500 for twice a month/year
- **SIZE:** 558 x 150 pixels

Weeks 1 & 3 of the month filled until July 2024 by Monument Home Loans
Week 2 & 4 of the month available starting March 2024

Mid-Tier Banner Ads

- Perfect for long-term promotion of your business or a special deal
- Ad placement in the MIDDLE of the e-newsletter for an entire year
- Linked to the webpage of your choice
- **RATE:** \$1,200 for once a month/year
\$2,000 for twice a month/year
- **SIZE:** 558 x 150 pixels

Weekly Ads

- Nonprofits receive a 20% discount!
- Ideal for promoting a single event or special deal
- Linked to the webpage of your choice
- **RATE:**
 - One ad:** \$200; Nonprofit: \$150
 - One month of ads:** \$600 Nonprofit: \$400
- **SIZE:** 558 x 150 pixels

NOTE: The e-newsletter is sent on Monday of every week, with the exception of those that fall on federal holidays, in which case it is sent on Tuesday of that week. A high-resolution (72 dpi or above) JPG or PNG of your ad and desired URL link must be emailed to the Chamber no later than noon on the Friday before the e-newsletter is sent. Additional charges may apply if the Chamber must assist in designing the ad.

Advertising Contact: [Will Mulligan | engagement@arlingtonchamber.org](mailto:engagement@arlingtonchamber.org) | (703) 525-2400 x201

Advocacy E-newsletter Ads

The Chamber's advocacy newsletter, "The Business Advocacy Update," is sent out monthly to a curated list of large businesses, universities, local government officials, and more who are interested in the Chamber's advocacy efforts. The newsletter provides an update about government affairs that are impacting Arlington's business and the Chamber's advocacy. This advertisement is an exclusive option as the top-tier ad is the only ad option within the e-news offered to a singular company. This is an effective way to market your business year-round to prominent companies in Arlington. Your ad will include a link to the webpage of your choice.

- Perfect for the long-term promotion of your business
- Ad placement at the TOP of the e-newsletter for an entire year
- Linked to the webpage of your choice
- RATE: \$1,500 for once a month/year
- SIZE: 558 x 150 pixels

E-Blast Ads

The Chamber sends out monthly networking and Women in Business e-blasts to targeted lists of those who are interested in the Chamber's networking activities. These advertisements are an exclusive option to a singular company and is an effective way to market your business year-round to prominent companies in Arlington. Your ad will include a link to the webpage of your choice.

Networking E-blast Ad

- Perfect for long-term promotion of your business or a special deal
- Ad placement at the top of the e-blast for an entire year
- One Chamber e-newsletter mid-tier ad
- Linked to the webpage of your choice
- **RATE:** \$1,000 for once a month/year
- **SIZE:** 558 x 150 pixels

Women in Business E-blast Ad

- Perfect for long-term promotion of your business or a special deal
- Ad placement at the top of the e-blast for six e-blasts
- One Chamber e-newsletter mid-tier ad
- Linked to the webpage of your choice
- **RATE:** \$500 for six e-blast ads
- **SIZE:** 558 x 150 pixels

A high-resolution (72 dpi or above) JPG or PNG of your ad and desired URL link must be emailed to the Chamber. Additional charges may apply if the Chamber must assist in designing the ad.

Sponsored E-Blast

Promote your event or business to the Chamber's member list. This sponsored e-blast will be sent to our full membership list of over 5,000 subscribers. If you need to promote an event in a short time frame, a sponsored e-blast might be a great option for you! The Chamber limits the amount of e-blasts that are sent on any given week based on our current schedule in order to remain highly effective to our audience.

- Ideal for promoting a single event or special deal
- Linked to the webpage [s] of your choice
- One-time sponsored e-blast: \$1,000
- Non-Profit Rate: \$800

Members in the News **FREE**

The Arlingtonian's "Members in the News" section displays newsworthy items submitted by members, which is viewed by Arlington business community members. To be considered for inclusion in the Arlingtonian, email your press release or 130 words-or-less blurb, along with any photos, by the 12th of the month prior to the publication release [i.e. March 12 for the April/May/June issue]. Examples of topics suitable for submission include grand openings, awards, new vendor relationships, new employees, new location, business anniversaries, etc. Advertising articles will not be permitted.

Additional Opportunities

Chamber Display

The Chamber's office receives visits from a wide variety of businesspeople for meetings, roundtable discussions and more. The Chamber Display allows you to purchase a pocket in the Chamber lobby to display your brochure or flyer for an entire year. The contents of your pocket can be changed throughout the year as often as you wish. RATE: \$80 for a large pocket for a year. Nonprofit: \$65.

\$50 for a small pocket for a year. Nonprofit: \$40.

TO ORDER: Email communications@arlingtonchamber.org or call the Chamber at (703) 525-2400.

Chamber Member Mailing Labels

Promote your business to other Chamber members by purchasing a package of mailing labels, which includes contact information for approximately 650 main representatives from local businesses and organizations.

RATE: \$500 for digital mailing labels (member rate). \$750 for digital mailing labels (non-member rate). Electronic files will be sent directly to mailhouse/distributor.

\$125 for printed labels (member rate). \$500 for printed labels (non-member rate).

TO ORDER: Email chamber@arlingtonchamber.org or call the Chamber at (703) 525-2400.

Please note: Virginia state tax of 6% will be added to these costs. 501(c)(3) nonprofits are tax-exempt with a copy of your state exemption form.

Community Calendar **FREE**

Take advantage of the Chamber's Community Calendar to list your company's upcoming events. This is an excellent way to advertise events such as grand openings, galas, fundraisers, volunteer events, networking events, and more.

To **add an event**, visit the Members Only portal of the Chamber website. Email chamber@arlingtonchamber.org or call the Chamber at (703) 525-2400 with questions.

Coupons **FREE**

Have great deals to share with other Chamber members and Arlington residents? Gain visibility for your organization online while driving more business to your site in the Chamber's website coupon section.

To **post a coupon** for your business, visit the Members Only portal of the Chamber website. Email chamber@arlingtonchamber.org or call the Chamber at (703) 525-2400 with questions.

Job Board **FREE**

Have great deals to share with other Chamber members and Arlington residents? Gain visibility for your organization online while driving more business to your site in the Chamber's website coupon section.

- For extra visibility a featured post is available for \$50

Chamber Boardroom **FREE**

Chamber members have the opportunity to use the Chamber Board Room and Small Conference Room up to once per month for business-related meetings and events as a benefit of Chamber membership. Our office is an excellent place to invite colleagues, clients, or business prospects for meetings. Below are room details and several guidelines to keep in mind when booking the meeting space.

ROOM SPACES

- Board Room
- Comfortably seats up to 20 people.
- Long table with 16 chairs, and additional seating along the wall.
- Includes wall-mounted monitor with internet capability.
- Small Conference Room o Comfortably seats up to 8 people at one square table

BOOKING DETAILS

- Booking covers only the requested room and not general office space
- Room bookings are scheduled during office hours, based on availability. Chamber meetings take precedence over office bookings.
- Use is limited to once per month.
- 4 hour limit per booking (includes set-up and clean-up time)

Social Media Sharing **FREE**

Chamber members have the opportunity to share their posts on social media. The Chamber will follow members along with share appropriate member posts.

- Follow the Chamber on Social Media & Tag the Chamber to be shared
- Chamber will select appropriate posts