



MEMBER PROMOTIONS AT A GLANCE



Website Advertisements
E-newsletter Advertisements
Print Advertisements
Chamber Blog
Community Calendar
Member Mailing Lists
Members in the News
Coupons

For more information, contact Jennifer Garry, Membership Engagement Director at engagement@arlingtonchamber.org or (703) 525-2400.

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 at the TOP of the Chamber's homepage, and on:
 - Business Directory
 - Chamber calendar
 - Visiting Arlington page
 - Category page where your business is listed
- Linked to the webpage of your choice
- **RATE:** \$4,000/year
- **SIZE:** 728 x 90 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:** \$850/year
- **SIZE:** 300 x 250 pixels

CHECK YOUR WEB AD TRACTION

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

Enhanced Business Directory Listing

The Business Directory is the #1 most visited page on the website. With this option, you'll receive a basic listing, plus a logo, colored border, member since date, embedded map, and main contact. *A basic listing includes: business name, primary address, work phone, fax, website link, member since date, social media links and description.* **All levels listed above receive full benefits of the Enhanced Business Directory Listing.** **RATE:** \$250

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 3,500 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:

Banner Ads [SOLD OUT]

- 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:** \$1,000 for once a month/year
\$1,800 for twice a month/year
- **SIZE:** 558 x 150 pixels

Weekly Ads

Nonprofits receive a 20% discount!

- Ideal for promoting a single event, highlighting an initiative, sharing a coupon, and more
- Linked to the webpage of your choice
- **RATE:**
 - One ad:** \$125; Nonprofit: \$100
 - One month of ads:** \$425; Nonprofit: \$340 (four ads total, one each week)
- **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 (300 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.

Print Ads

The Chamber offers print advertising opportunities in the *Arlingtonian*, our bi-monthly newsletter that highlights Chamber news and events, as well as information on key issues, initiatives, and happenings in and around Arlington. The publication is printed and mailed to every Chamber business and sent digitally to more than 2,000 individual members. **Nonprofits receive a 20% discount.**

Arlingtonian Ads

Full Page

7.5 x 10 in.

RATE: \$850; Nonprofit: \$680
\$1,700 for Annual Report
placement

Half Page

3.75 x 10 in.

RATE: \$500; Nonprofit: \$400
\$1000 for Annual Report
placement

Quarter Page

3.75 x 5 in.

RATE: \$300; Nonprofit: \$240
\$600 for Annual Report
placement

Business Card

3.25 x 2 in.

RATE: \$150; Nonprofit: \$120
\$300 for Annual Report
placement

All above advertisement options can be designed for vertical or horizontal placement, with the exception of the full page ad. Ad space in the *Annual Report* (used as a marketing piece all year) is available on a first come, first serve basis. A PDF version of your ad must be sent to the Chamber no later than 5:00 p.m. on the 15th of the month prior to the publication release (i.e. February 15 for the March/April issue).

Arlingtonian Inserts

Inserts can be printed on any color 8.5 x 11 in. paper with any color ink and can be single- or double-sided. Because our members can easily hold on to your insert, this is a great way to incorporate coupons, event flyers, registration sheets and more. **Nonprofits receive a 20% discount.**

RATES: \$320 for one insert; Nonprofit: \$224.

\$600 for two inserts (\$300 for each); Nonprofit: \$420 (\$210 for each)

DELIVERY: 800 flyers must be received by ASAPfast! by the 20th of the month prior to the publication release (i.e. February 20 for the March/April issue). The Chamber cannot insert less than the full number. If less than the 800 are provided, no inserts will be mailed and no refunds given.

ASAPfast!

Attn: Bambi Mayer/Arlingtonian

44180 Mercure Circle

Dulles, VA 20166

In addition, a pdf version of the insert must be sent to the Chamber by this date for inclusion in the digital version of the *Arlingtonian*.

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. February 12 for the March/April 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: \$40.

\$50 for a small pocket for a year. Nonprofit: \$25.

TO ORDER: Email chamber@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 700 main representatives from local businesses and organizations.

RATE: \$250 for electronic formatted labels. Electronic file will be sent directly to mailhouse/distributor.

\$125 for printed labels.

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.

Chamber Blog **FREE**

Establish yourself as a thought leader in your industry by contributing to our Chamber blog. Contact the Communications Manager for more information.

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.