promote YOUR BUSINESS

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ADVERTISING CONTACT:
Caroline Taylor, Communications Manager
communications@arlingtonchamber.org
703-525-2400

2017 PROMOTIONAL OPPORTUNITIES FOR ARLINGTON CHAMBER OF COMMERCE MEMBERS.

The Chamber offers many member benefits to help you strengthen your brand and maximize your business presence. Take advantage of our promotional opportunities offered strictly to members. Market your business to the Chamber's growing membership, as well as the Arlington business community, in ways that best suit your needs. From print and web publications to ads and sponsorships, the Chamber is guaranteed to have a way for your business to promote with us!

With a variety of opportunities for you to promote through the Chamber, you will be able to find the best options to fit your needs, all while staying within your budget. The Chamber works hard to ensure advertisement and sponsorship rates remain affordable, including a number of free publicity opportunities. This advertising informational packet will help you select the best opportunities for your next business promotion.

Look for the **FREE** sign to indicate what promotions are offered as complimentary member benefits.

WEBSITE ADVERTISEMENTS

Website Ads

The Chamber's website provides services and information for Arlington's visitors, residents and the business community. It includes a searchable directory, calendars, coupons, Chamber news and information for the entire Arlington community. Through the website, you will not only reach the Chamber's growing membership, but also the general public who visit the site and use the Chamber as a resource.

WEBSITE AD DETAILS

RATES: **Level 1 - $4,000/year**. Includes five placements of the same ad with a link to your website on these web pages:

1) Homepage
2) Category page where your business is listed
3) "Find a Business" search page
4) "Event and Calendars" page
5) Your choice of either the "Visiting Arlington" or "Live and Work" pages

Also includes all the benefits of the Enhanced Business Directory Listing (see details below), **PLUS** a products and services description, highlighted header (in addition to the border), the option to include pictures and the option to include an embedded video.

Level 2 - $2,000/year. Includes three placements of the same ad with a direct link to your website on the following web pages:

1) Your choice from unfilled pages, not including the homepage
2) Category page where your business is listed
3) You choice of the "About the Chamber," "How to Join," Relocation," "Committee" or "Newsroom" page

Also includes all the benefits of the Enhanced Business Directory Listing (see details below), **PLUS** a products and services description and the option to include pictures.

Level 3 - $850/year. Includes one placement of an ad on the Business Directory category page where your business is listed, in addition to all the benefits of the Enhanced Business Directory Listing (see below).

SIZES: 468x60 pixels for banner ad at the top of the page. Submit the ad as a JPG or GIF.
250x250 pixels for square ad in the right sidebar. *You can only choose one ad size.*

CHECK THE TRACTION OF YOUR WEBSITE AD

Did you know that ***you*** can look up the number of times your ad has been viewed and clicked on the Chamber website? Simply log in to the Members Only section and download your most recent referral report.

Enhanced Business Directory Listing

Catch the eye of more prospects with an **Enhanced Directory listing**! The Chamber's Business Directory is the **#1 most visited page on the website**. When site visitors search the Chamber's Business Directory, members listed on the search results page with an enhanced business directory listing receive more clicks! With an enhanced listing, you will receive the basic listing (detailed below) plus a logo, colored border, member since date, embedded map and main contact.
RATE - $250/year

FREE All members receive a basic listing on the website's Business Directory search results page and a basic listing which includes your business name, primary address, work phone, fax, website link, coupons, member since date, social media links and a short and long business description.

E-NEWSLETTER ADVERTISEMENTS

Banner Ads *ONE AVAILABLE*

An e-newsletter banner ad allows you to place your company's ad at the top of one of our two electronic newsletters for a full year. Sent to over 2,900 Chamber members and prospective members, your banner ad will **receive top billing** and include a clickable link to your website. For one low price you can secure your organization's placement at the top of this business community e-news for an entire year!

See below for rates and details.

Note: E-newsletters are generally sent Monday of every week, with the exception of federal holidays when they are sent Tuesdays of the same week. **Ads will be located at the** TOP **of the e-newsletter. Note: The Chamber does not assist with design of ads.** Your ad and URL link must be received by email no later than noon on the Friday before the e-news will be sent. Submit the ad as a JPG or GIF.

RATES: $1,800 for twice a month for a full year. **BONUS!** Receive your ad in the e-news three times a month for months with five Mondays.
$1,000 for once month for a full year.

SIZE: 558 pixels x 140 pixels

Weekly Ads

Have an upcoming event to promote? Launch a new initiative you'd like to spread the word about? The Chamber's weekly e-newsletter is a great way to announce your events, websites and more. An ad in the e-news will be delivered to the inboxes of our entire membership and prospective member list, and will include a link to your website.

Note: E-newsletters are sent on Monday of every week, with the exception of federal holidays when they are sent Tuesdays of the same week. Ads will be located at the bottom of the e-newsletter, with a limit of four ads per e-news. Note: The Chamber does not assist with the design of ads.

SIZE: 637x150 pixels.

RATES: $125 for one ad. Nonprofit: **$100**. Nonprofits receive a 20% discount.

$425 for one month of ads (total of four ads, one each week). Nonprofit: **$340**.

EXAMPLE:

PRINT ADVERTISEMENTS

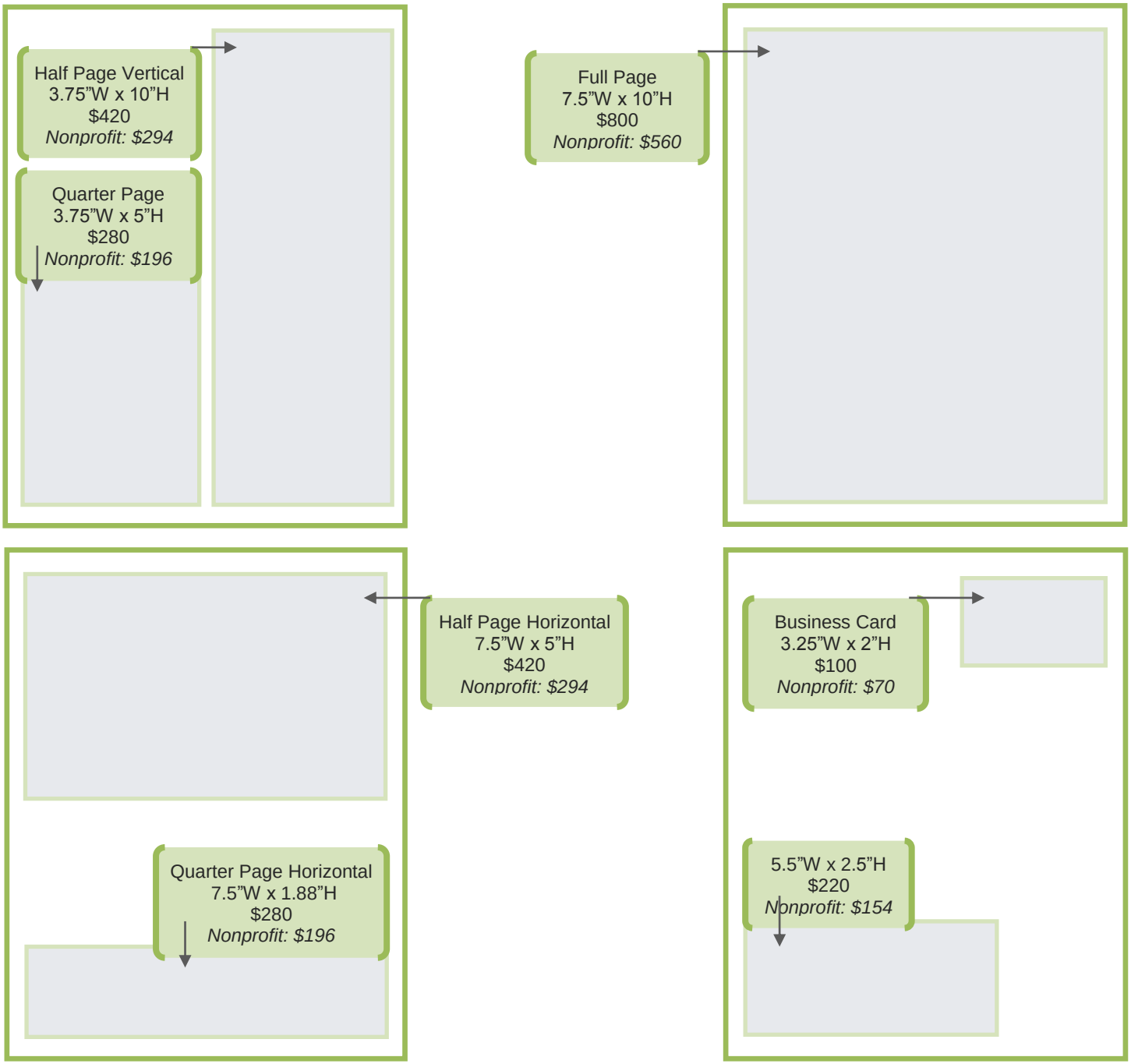
Arlingtonian Ads

The Arlingtonian is the Chamber's monthly print newsletter delivered to over 1,800 Chamber members. The newsletter features Chamber news and events, as well as information on key issues, initiatives and happenings in and around Arlington

See below for ad sizes and rates. Nonprofits receive a 30% discount.

Note: Newsletter delivery dates are estimated, but generally newsletters are received during the first week of the month.

TO ORDER: Contact Caroline Taylor, Communications Manager, at 703-525-2400 or communications@arlingtonchamber.org. Submit a high-res PDF, JPG or PSD format. Ad can be full color. **All ads are due by email no later than the 10th of the month prior to publication month.**



PRINT ADVERTISEMENTS

Arlingtonian Inserts

The *Arlingtonian* is the Chamber's monthly print newsletter featuring Chamber news and events, as well as information on key issues, initiatives and happenings in and around Arlington. This publication is sent to more than 1,800 Chamber members, which allows you to reach a business-oriented readership including small business owners, corporate executives, community leaders and more.

See below for rates and flyer specifications. Nonprofits receive a 30% discount.

Note: Newsletter delivery dates are estimated, but newsletters are received during the first week of the month.

INSERT DETAILS

Inserts can be printed on any color 8.5"x11" paper with any color ink and can be one or two 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. *Note: The Chamber does not assist with designing or printing of flyers.*

RATES: $320 for one insert. Nonprofit: $224.
$300 per insert for two inserts (total of $600). Nonprofit: $210 per insert (total of $420).
$280 per insert for three inserts (total of $840). Nonprofit: $196 per insert (total of $588).

DELIVERY: Send 800 flyers to ASAPfast! (address below). **800 inserts MUST be received by the 20th of the month prior to the publication month.** 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.

SEND TO:
ASAPfast!
Attn: Bambi Mayer/Arlingtonian
22780 Indian Creek Dr., #106
Dulles, VA 20166

In addition, a pdf version of the insert must be sent to Caroline Taylor, Communications Manager, at communications@arlingtonchamber.org by the 20th of the month prior to the publication month for inclusion in the digital version of *The Arlingtonian*.

TO ORDER: Contact Caroline Taylor, Communications Manager, at communications@arlingtonchamber.org or 703-525-2400. Inserts must be secured in time for flyers to be received by ASAPfast! before the 20th of the month prior to the publication month.

Members in the News FREE

Make sure your business' newsworthy happenings are noticed! The *Arlingtonian*'s "Members in the News" section displays newsworthy items submitted by members, which is viewed by Arlington business community members. By submitting your news, you garner free news coverage that will reach community and chamber members alike.

To be included in the *Arlingtonian*, submit your press release or 130 words-or-less blurb by the first of the month prior to publication (i.e. submit by May 1 to be in the June edition). Examples of topics suitable for submission include grand openings, awards, new vendor relationships, new employees, new address or phone, business anniversaries, etc. Advertising articles will not be permitted. Email press releases to the Communications Manager at communications@arlingtonchamber.org.

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.

RATES: $80 for a large pocket for a year. Nonprofit: $40.
$50 for a small pocket for a year. Nonprofit: $25.

TO ORDER: Contact the Operations & Special Projects Manager: chamber@arlingtonchamber.org, 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 companies/organizations.

RATES: $200 for electronic formatted labels. *Electronic file will be sent directly to mailhouse/distributor.*
$100 for printed labels.

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.

TO ORDER: Contact the Operations & Special Projects Manager: chamber@arlingtonchamber.org, 703-525-2400.

Chamber Blog FREE

Contribute to the Chamber's blog with an informational article about your area of expertise. Questions? Contact the Communications Manager, at communications@arlingtonchamber.org or 703-525-2400.

Community Calendar FREE

Take advantage of the Chamber's Community Calendar to list your company's upcoming events. This is a great 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. Questions? Contact the Operations & Special Projects Manager at chamber@arlingtonchamber.org or 703-525-2400.

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. Questions? Contact the Operations & Special Projects Manager at chamber@arlingtonchamber.org or 703-525-2400.