

Event Promotional Opportunities

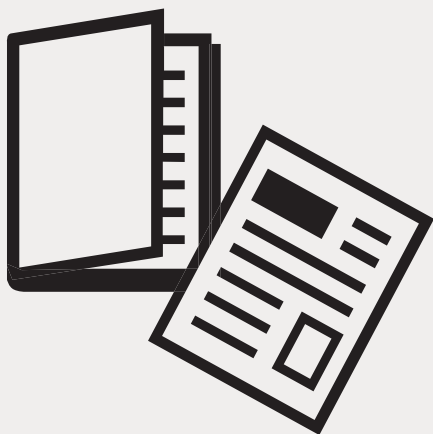
The Chamber offers a number of low-cost advertising options to help you achieve your marketing goals. Of these offers, the four opportunities below have proven to be most effective in helping our members promote their events.



Weekly E-newsletter Ad *Nonprofits receive a 20% discount!*

Advertising in our e-newsletter is one of the most popular promotional options among our membership. Sent every week to more than 4,500 Chamber members and business leaders across the Arlington community, an e-newsletter advertisement is an effective way to market your event. Your ad can be linked to the webpage of your choice.

- **RATE (for one ad):** \$200; Nonprofit: \$150
- **SIZE:** 558 x 150 pixels



Arlingtonian Insert *Nonprofits receive a 20% discount!*

Our *Arlingtonian* newsletter highlights Chamber news and events, as well as information on key issues, initiatives, and happenings in and around Arlington. The bi-monthly publication is printed and mailed to every Chamber business and sent digitally to more than 2,000 individual members, making the opportunity to have your insert included an effective way to promote your event. Inserts can be printed on any color 8.5 x 11 in. paper with any color ink and can be single- or double-sided.

- **RATES:** \$320 for one insert; Nonprofit: \$224.
\$600 for two inserts (\$300 for each); Nonprofit: \$420 (\$210 for each)
 - **INCLUDES:** Cost for inserting.
- **BUNDLED RATES:** \$450 for one insert; Nonprofit \$360
\$840 for two inserts (420 each); Nonprofit \$670 (\$335 each)
 - **INCLUDES:** Cost for printing, inserting, and shipping.



Chamber Member Mailing Labels

Promote your event to other Chamber members by purchasing a package of mailing labels, which includes information for main contacts from over 700 local businesses and organizations.

RATE: \$500 for digital mailing labels (member rate). \$750 for digital mailing labels (non-member rate). Sent in a digital form directly to print/mail house.
\$125 for printed labels (member rate). \$500 for printed labels (non-member rate). **TO ORDER:** Contact Elizabeth Addington, Operations Manager, at chamber@arlingtonchamber.org or (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 on the Chamber website. Contact Elizabeth Addington, Operations Manager, or (703) 525-2400 with questions.

Contact Samantha Ruark at communications@arlingtonchamber.org or (703) 525-2400 for more information about advertising opportunities.