



MEMBER PROMOTIONS AT A GLANCE



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

For more information, contact Samantha Ruark at communications@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 on the Chamber's homepage, and on:
 - Business Directory
 - Chamber's calendar
 - Visiting Arlington page
 - Category page where your business is listed
- 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

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: \$450
- **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.

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: \$1,800 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
- Linked to the webpage of your choice
- **RATE:** \$1,800 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
- Linked to the webpage of your choice
- **RATE:** \$1,000 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: \$1,500

Print Ads

The Chamber offers print advertising opportunities in the *Arlingtonian*, our quarterly 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. March 15 for the April/May/June issue).

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.

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.**

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

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

DELIVERY : 800 flyers must be received by ASAPfast! by the 20th of the month prior to the publication release (i.e. March 20 for the April/May/June 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*.

BUNDLED RATES : \$450 for one insert; Nonprofit: \$360
\$840 for two inserts (420 each); Nonprofit: \$670 (\$335 each)

The bundled rates include the cost of printing, inserting, and shipping. The artwork for the flyer must be received by the Chamber by the 15th of the month prior to the publication release [i.e. March 15 for the April/May/June issue].

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 700 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.

Chamber Blog

Establish yourself as a thought leader in your industry by contributing to our Chamber blog. Content for the blog should be of interest to the general Arlington business community. Contact Samantha Ruark for more information.

Free Monthly Blog

- This free option is available to all Chamber members with a limit of one per year.

Single Blog Post

- This serves as an additional post after the free member blog post has been done.
- **RATE:** \$250

Blog Series

- Inform the Arlington business community with a blog series!
- **RATE:** 4 blog posts for \$1200
- Choice of:
 - 1 post every 3 months for a year
 - 4 posts in one month
 - 4 posts in one quarter

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.