

The Chamber's Friday Fax "Members' Page"

Available exclusively for Chamber members!

Every Friday, your message or promotion could land in the hands of more than 1,300 Chamber members and their employees. In addition, the more compelling you make your promotion, the greater the chances that it will be shared and copied.

We make it easy for you to add the Chamber's new Friday Fax "Members Page" to your advertising mix. With different ad sizes and prices, you can choose the price and ad dimensions that's right for you.

Dimensions and Ad Prices

- 1/2 page..... \$100
- 1/4 page..... \$ 50
- 1/8 page..... \$ 30

- Includes two proofing/edit opportunities prior to your email's release.

Need Help with Your Ad Design? Let Us Help!

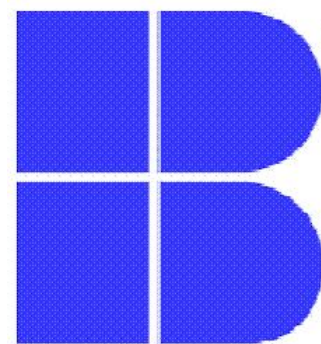
Price: Add \$25 to your ad

- You provide bullet points of message, any desired images and we'll do the rest! Chamber marketing to provide design layout, suggested copy based on bullets provided, and any additional images needed.

Please note: Sorry - We cannot guarantee category exclusivity on the Friday Fax "Members' Page." However, we will make every effort to make certain competitors or same industry advertisers are space away from your ad.

Study after study show businesses that continue to advertise regardless of economic times have a competitive advantage over businesses that trim their ad budgets.

Business-to-business advertising is an undisputed ally for advertisers seeking to reach consumers about products and services for their businesses.



The Chamber

The Greater Bloomington
Chamber of Commerce

P.O. Box 1302, Bloomington, IN 47402-1302
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BETTER BUSINESS. BETTER COMMUNITY.



2009 Advertising Opportunities



The Greater Bloomington
Chamber of Commerce

BETTER BUSINESS. BETTER COMMUNITY.

www.ChamberBloomington.org

Attract new customers, new prospects and leads.

Grab the attention of one of the most desired markets. **Enjoy** a competitive advantage.

Build your business' credibility by partnering with the Chamber.

Getting people to see your ads as often as possible, and in different places, will deliver better results.

That's why we've created four **highly desirable advertising options** that give you more value for your advertising dollar and access to the demographics you want: Chamber businesses and their employees. We can even assist you with your advertising design for little cost.

Put Chamber advertising in your marketing and advertising mix!

You get a trifecta of advertising impact when you choose to advertise your business in the Chamber's unique marketing mediums.

The Chamber Website www.ChamberBloomington.org

Display/Banner Ads

Level 1 Sponsorship Position: Rotating Homepage Banner Ad

Price: \$2900.00/year
Number available: 5

Description: Advertising on the front page is the primary position on the Chamber's web site. A rotating advertisement with a link to your site is placed on the home page of the web site. The home page is the first page level of sponsorship opportunities and is a portal to further pages. This level of sponsorship includes an additional two levels in which your ad/message will be placed. Included are a Level Two Sponsorship, Category Sponsorship and the Map link and 50-word description.

Level 2 Sponsorship Position: Primary Page Logo Ad

Price: \$1500.00/year
Number available: 5 per page

Description: This premium advertising opportunity provides your company optimal exposure to users accessing the Chamber's primary pages. Advertisers are positioned on one of the Chamber's primary pages and are evenly rotated with other advertisers. Direct link to your website is provided. These are the principal opening pages for users looking for specific information on the Chamber's website. Also included in this level of sponsorship are the Category Sponsorship and the Map link and 50-word description.

Level 3 Sponsorship Position: Secondary Page Logo Ad

Price: \$1000.00/year
Number available: 2 per page

Description: This advertising opportunity provides your company exposure on a specific major industry or pertinent information page. The company logo is placed on the side of the page chosen by you. Also included in this level of sponsorship are the Category Sponsorship and the Map link and 50-word description.

Category Only Sponsorship

Price: \$600 per year
Number Available: Unlimited

Description: This level of internet presence provides extremely qualified consumers the ability to link to your website before viewing your competitors within the Business Directory. Advertisers are presented when users access a particular business category. Advertisers are provided a link and are evenly rotated. Advertisement will appear in your primary business category.

Directory Listing Enhancements

This information will be included on your listing in the Business Directory pages. Only Chamber members are displayed on these pages.

Map link

Price: \$50/year
Number Available: Unlimited

- Helps customers find their way directly to your door
- Makes your company more "user friendly"

Hotlink

Price: \$100/year

Included in your membership!

- Sends traffic from our web site directly to your web site
- Increases traffic on your web site
- Enables you to tell your company's entire story exactly as you want it told

40-word description

Price: \$75/year
Number Available: Unlimited

- Describes your company and why it should be a preferred choice
- Helps your company stand out from competitors
- Increases space of your company's listing in Chamber online directory

Highlight

Price: \$50/year
Number Available: Unlimited

- Visibly enhance your presence in the Chamber's online directory by adding eye-catching color to your company's name.

Member-to-Member Email & Email Design

Directory Listing Enhancements

Available exclusively for Chamber members!

Get your promotion in front of your fellow Chamber members and their employees via email, the most preferred method of communication. Two options available – including email marketing design!

More cost effective and track able than traditional direct mail! Save money on printing and mailing...Get a complete report on who read your email and who clicked the live links!

Email Promotion

Price: \$100/per mailing
Number Available: Unlimited

- Your name in the to/from email lines.
- You supply all copy, link information, images and rough desired layout design.
- Receive a "click-through" report for each email sent.
- Includes two proofing/edit opportunities prior to your email's release.

Email Design

Price: \$150/per mailing
Number Available: Unlimited

- You supply promotional concept and we do the rest!
- Includes all the benefits of the email promotion.

Please note: We will honor any member that wishes to "opt-out" of a member-to-member marketing email. Those members who make such a request will be removed in member-to-member distribution list, but NOT the Chamber email distribution list.



Save 15% off your Chamber Advertising Package when you confirm both your Advertising and Sponsorship investment!

Questions: 812.336.6381

Membership Matters Promotional Coupon Advertising

Directory Listing Enhancements

Available exclusively for Chamber members!

Imagine! An advertising opportunity with track able results! Put your promotion in front of the Chamber membership with a promotional coupon ad attached to the Chamber's bimonthly e-newsletter *Membership Matters*. Create a printable coupon or insert a promotional code to drive traffic to your website. Both offer excellent tracking results. Choose

More cost effective and track able than traditional direct mail! Save money on printing and mailing...Get a complete report on who read your email and who clicked the live links!

Membership Matters Promo Coupon (little to no design work required)

Price: \$50/per mailing
Number Available: Two per month

- Includes your logo with a live link to your website or email address.
- You supply all copy, link information, logo(s) and rough desired layout design.
- Receive a "click-through" report for each email sent.
- Includes two proofing/edit opportunities prior to your email's release.

Email Design

Price: \$75/per mailing

- You supply promotional concept and we do the rest! Provide your message points and all images. Chamber marketing will design layout, suggested copy based message points provided, any additional images needed and creation of links.
- Includes all the benefits listed above.

All Promotional Coupon Advertising will be featured with a heavy dashed border – perfect for calling attention to your time-sensitive promotion!

- Use a promotional code to drive traffic to your website! ▪

Get one Promo Coupon FREE when you reserve and pre-pay for five!

All website advertising is based on a 12-month advertising schedule.