

Promote YOUR BUSINESS WITH CHAMBER ADVERTISING OPPORTUNITIES

One of the top reasons businesses join the Chamber is to network and promote their goods and services. To help our members economically market to other members, we offer exclusive advertising opportunities.

WEEKLY ENEWS UPDATE

Place an ad in the Franklin Chamber of Commerce Weekly eNews Update and reach 750+ local business people. Two side bar square ads and two banner ads are available each month. The square ad placement is on the right side column. The banner ad is placed approximately mid-page in the news feed. Each ad is sold by the month and will run in every weekly update of the month. Link your ad to your website, an email address, your Chamber website profile or a landing page you specify.

AD PLACEMENT FEES

▶ Two of each size per month

SQUARE AD

\$100 per month

BANNER AD

\$100 per month



MEMBER 2 MEMBER EMAIL

The Member 2 Member Email program is an exclusive opportunity to promote your services to fellow Chamber members in separate weekly email. We will distribute only one M2M email each week to all Chamber contacts by noon on Thursday. The email will have the Chamber's banner at the top, but the remainder of the email will be dedicated to the member and their advertisement.

M2M EMAIL FEE

\$100 per week

THE LINK QUARTERLY NEWSLETTER

Place a newsletter ad in *The Link*, our quarterly newsletter that is published and mailed in February, May, August and November. Information in this publication promotes activities that have no timeline, or occur prior to the release of the next newsletter. No more than four ads (size 2.5" w x 1.5" h, pdf or jpg, electronically submitted) will be included in each newsletter.

AD PLACEMENT FEES

NEWSLETTER AD

\$50 per issue



WEBSITE PROMOTIONS

Run a special promotion to fellow Chamber members by utilizing the Member Promotion feature on the Chamber website. Your promotion is featured on your profile page and in the weekly eNews update with a link to the website and runs for one month. Promotions may include a 300 pixel wide graphic and a 100 word description.

WEB PROMO AD

\$100 per month



Payment for all advertisements will be required prior to the running of any ad, no exceptions.



Sample AD SIZES

HORIZONTAL BANNER AD ▶ Two available per month

200 pixels high



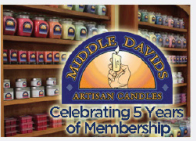
600 pixels wide

WEBSITE PROMOTION Sample not to scale

Five years, five bucks promotion!

Middle David Candies opened in downtown Franklin five years ago this month, and one of the first things we did was join the Chamber. Since then, we've helped more than 100 nonprofits raise nearly a half-million dollars through our fundraisers and have expanded our shop to include not only our own hand-crafted soy candies but also the work of more than 30 carefully selected artisans: jewelry, pottery, woven scarves, stained glass, journals and much more.

To celebrate, we'd like to invite you to stop by and mention that you saw us on the Chamber's new website, and we'll give you \$5 off any purchase. Five years, five bucks!



SQUARE SIDE BAR AD

▶ Two available per month

300 pixels high



300 pixels wide

NEWSLETTER AD

2.5 inches wide

1.5 inches high



Ad specifications

SQUARE SIDE BAR AD

- Two available per issue
- Runs in each weekly eNews update for the month
- **Dimensions:** 300 pixels wide by 300 pixels in height
- **File Resolution:** 300 DPI (pixels per inch)
- **Color:** Full color
- **File Type:** .jpg, .png or .gif
- **Animation:** Cannot be "Flash" but they can be "animated GIFs" *
- **Deadline:** The Friday before the week of distribution
- **Send Ad to:** Anya McConnell at amcconnell@franklincoc.org

HORIZONTAL BANNER AD

- Two available per issue
- Runs in each weekly eNews update for the month
- **Dimensions:** 600 pixels wide by 200 pixels in height
- **File Resolution:** 300 DPI (pixels per inch)
- **Color:** Full color
- **File Type:** .jpg, .png or .gif

- **Animation:** Cannot be "Flash" but they can be "animated GIFs" *
- **Deadline:** The Friday before the week of distribution
- **Send Ad to:** Anya McConnell at amcconnell@franklincoc.org

*Ad animation is acceptable, but be aware that many email clients do not support animated images.

WEBSITE PROMOTION

- Runs for one month on your member profile page of the website and linked the in each weekly eNews update for the month
- Includes a 100 word description and an image up to 300 pixels wide
- **File Resolution:** 150 DPI (pixels per inch)
- **Color:** Full color
- **File Type:** .jpg, .png or .gif
- **Deadline:** By 20th of month prior to run
- **Send to:** Anya McConnell at amcconnell@franklincoc.org

MEMBER 2 MEMBER EMAIL

- Only one available per week, distributed on Thursday by noon
- **File Type:** .jpg
- 600 pixels wide or less
- File size no larger than 100KB
- Cannot accept animated GIFs/rotating images, image maps or flash
- Recommend a combination of text and graphics.
- **Send offer to:** Anya McConnell at amcconnell@franklincoc.org

DESIGN HELP NEEDED?

Members can design and submit ads meeting the required specifications below. If design services are needed, you are welcome to contact our creative professional, Maleta Schmidt, at maletaschmidt@me.com for a custom design estimate.

