

ADVERTISING BENEFITS

MARKETING YOUR BUSINESS

NEWSLETTER AND ONLINE ADVERTISING

Insight newsletter is a quarterly publication that is mailed to 550+ member businesses and their employees. The full-color newsletter showcases the Chamber's many benefits of membership; local, state and federal advocacy initiatives; details on events and programming; and member's growth and spotlights. Be a part of this insightful publication by purchasing an advertisement on a quarterly or annual basis. The Insight newsletter is also posted electronically online at battlecreek.org.

NEWSLETTER RATES (ALL INCLUDE FULL COLOR)

| | | |
|--------------------------|---------------|-----------------------------|
| 1/8 page ad | \$200/quarter | 3.658 in (w) x 2.375 in (h) |
| 1/4 page ad | \$350/quarter | 3.658 in (w) x 4.75 in (h) |
| 1/2 page ad | \$500/quarter | 7.5 in (w) x 4.75 in (h) |
| Full page | \$750/quarter | 8 in (w) x 10.5 in (h) |
| Insert | \$650/quarter | 8.5 in (w) x 11 in (h) |
| Insert (Client Supplied) | \$550/quarter | Already Printed |

WEBSITE RATES (BATTLECREEK.ORG)

| | | |
|------------|---------------|--------------------------|
| Web Banner | \$350/quarter | 268 (w) x 300 (h) pixels |
|------------|---------------|--------------------------|

MEMBER 2 MEMBER (M2M) DISCOUNT PROGRAM

Member benefits offered by Chamber members for Chamber members. The M2M Discount Program encourages 550+ member businesses to prefer other members when making buying decisions. Opportunities are valid for both corporate and personal purchases with a list of participating businesses promoted at battlecreek.org. This FREE benefit brings Chamber members together to increase business opportunities in a cost-effective manner. For more information and application on M2M, visit battlecreek.org

ADVERTISING BENEFITS

CONTINUED

TUESDAY TIDBITS AND EBLASTS

Your Chamber sends out weekly eBlasts, Tuesday's Tidbits, with the opportunity for your business to sponsor advertising on a quarterly basis. Tuesday's Tidbits offers 4 different ad types with 8-10 spaces available per issue. Each quarterly sponsorship runs for 12 installments (1x week, 3 months). Sponsorships can be doubled up creating a larger advertising canvas if desired.

The Chamber's eBlasts are sent on behalf of members to 2,100+ inboxes of business owners, managers and professionals every week. Your Chamber membership provides access and visibility to the most exclusive target market in the Greater Battle Creek Area at affordable rates.

SPONSORSHIPS

| | | |
|---------------------------------------------------------------------------------------------------|---------------|--------------------------|
| Primary | \$425/quarter | 600 (w) x 200 (h) pixels |
| Space featured front and center (top of Tuesday's Tidbit) offering one of the largest space areas | | |
| Secondary | \$350/quarter | 336 (w) x 280 (h) pixels |
| Space featured alongside our main articles which is great for advertising seasonal deals | | |
| Banner | \$175/quarter | 728 (w) x 90 (h) pixels |
| Banner ads run through Tuesday's Tidbits and are perfect for hyperlinking YOUR business' website | | |
| Closing | \$225/quarter | 600 (w) x 200 (h) pixels |
| Leave behind a lasting impression with readers as they browse through weekly newsletters | | |

eBLAST COMMUNICATION

| | |
|-------|------------------|
| \$60 | one-time/quarter |
| \$240 | annual agreement |

CONTACT:
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CHAMBER OF COMMERCE

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SAVE ANNUAL ADVERTISING AGREEMENT

10% discount offered on all advertising opportunities with annual agreement.

