



Marketing Menu

**FXBG Regional
Chamber**



**VISIBILITY TO HELP
YOUR BUSINESS GROW**

NO COST VISIBILITY

Benefits that are
part of your
membership

1

PROMOTION

Share your company's social media posts to the Chamber marketing team to share out on Chamber social media channels. You can also share events, job openings, and press releases to the marketing team/chamber website where they will be published in the Chamber weekly e-newsletter. Display your brochures and business cards in the Chamber lobby.

2

BUSINESS SPOTLIGHT

Tell us about your business, who is your customer base, what community impact do you have as an organization or simply share a business profile to be published on the Chamber website.

3

VIDEO

This is an opportunity to provide a tip to other business professionals in our Peer to Peer tips, found on the Chamber website and YouTube channel.

4

CHAMBER CHAT

Sit down with our staff in this Vlog style interview as we discuss your business and what makes it unique. Found on the Chamber website and YouTube channel.

5

HOT DEALS

Do you have deals to share with membership? Post it on our website, this includes member to member deals and hot deals

6

SPONSORSHIP

Sponsorship of Chamber events is the perfect tool to put your company front and center before hundreds of businesses from the region. Cost is associated based on each event.

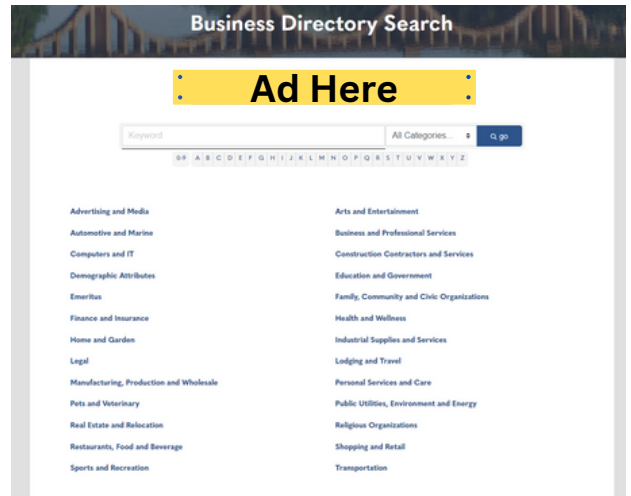
WEBSITE ADVERTISING

BUSINESS DIRECTORY PAGE

- 1 Month Ad run minimum
- Ad Size 728px x 90px in JPEG or PNG format

This ad can be run on the Business Directory main page or a Business Directory industry specific page.

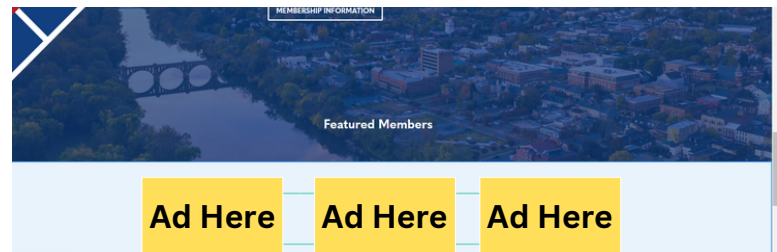
\$750/month
\$1750/quarter
\$5800/year



HOME PAGE OR NEWSPAGE

- 1 Month Ad run minimum
- Ad Size 500px x 200px in JPEG or PNG format

\$500/month
\$1200/quarter
\$4200/year



WHO WILL SEE MY ADS?

THE CHAMBER WEBSITE HAS 5,000 MONTHLY
UNIQUE VISITORS TO THE WEBSITE.

THE BUSINESS DIRECTORY PAGE WAS DISPLAYED
OVER 200K TIMES IN THE PAST YEAR.

NEWSLETTER ADVERTISING

OUR E-NEWSLETTER IS SENT TO OVER 5,000 EMAIL CONTACTS

36% open rate

7% click rate

2 sent Monday and Wednesday

WHAT TYPES OF ADS?

TOP-PAGE AD

Includes Brought To You By Subheader
Ad size 728px x 90px in JPEG or PNG
\$300 per ad run/\$1050 per month



MID-PAGE AD

Ad size 800px x 200px in JPEG OR PNG
\$200 per ad run/\$700 per month

BOTTOM PAGE AD

Ad will appear above the visionary logos and footer.
Ad size 800px x 200px in JPEG OR PNG
\$100 per ad run/ \$325 per month

MEMBER VIDEO AD

Ad will appear in the sponsored content placement. Video is supplied by member and housed on the Chamber YouTube page (playlist Member Message). Must be 3 minutes or less
\$400, Limit 1 per quarter

SPONSORED CONTENT AD

Limit of 75 words for e-newsletter blurb. Image should be a 300px x 300px in JPEG or PNG. Full post can be housed on the Chamber website or a click-through link can be provided. Wednesday newsletter only.
\$300, Limit 1 per quarter



NEWSLETTER ADVERTISING CON'T

SPONSORED EMAIL

Email sent to list of Chamber Members

Sub Headline- Member Message

Brought to you By:

Limit 2 per quarter \$500

SOCIAL MEDIA



SOCIAL MEDIA SPONSORED POST

Sponsored post can include member specials, job postings or be informational.

Post must be no longer than 280 characters for Twitter and Instagram postings and 500 characters for Facebook and LinkedIn. Image (JPEG or PNG) and click-through link can be supplied to accompany post.

Sponsored Post per Social Media Platform:

One Platform | \$150

Two Platforms | \$225

Three Platforms | \$275

Four Platforms | \$325

SOCIAL STATS

4500 FACEBOOK FOLLOWERS

2000 INSTAGRAM FOLLOWERS

2250 TWITTER FOLLOWERS

1000 LINKEDIN FOLLOWERS

ADDITIONAL MARKETING SERVICES

DIGITAL AD DESIGN

728x90 or 800x200 ad size, digital ad supplied to member in JPG or PNG format to be used on Chamber website or used at member's discretion

\$250 per ad

REEL CREATION

Reel creation includes posting on Chamber Instagram and YouTube page. Reel can be downloaded and used at members discretion

\$300 per reel

PRINTED AD DESIGN

Cost based on ad size

LOGO DESIGN

Includes 45 minute consultation, logo will be supplied in JPG, PNG and SVG format

\$500

PODCAST ROOM RENTAL

Room Rental minimum 1 hour and includes 4 microphones, 4 headphones and an APEX recording board. Must supply own SD card

\$80 per hour

CONTACT US TO LEARN MORE

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