

# MARKETING OPPORTUNITIES

FOR YOUR BUSINESS!

If you are trying to reach business decision makers, big and small, the Chamber's marketing opportunities are the perfect way to connect quickly with readers to gain awareness of your brand and to drive traffic to your company's website.

## PRINT ADVERTISING



### Chamber Connect

This quarterly publication is circulated throughout thousands of member companies and has a three-month shelf-life which keeps your company top of mind with business decision makers.

**Cost:** Back Cover = \$2,700      Inside 1/3 page (vertical) = \$800  
**Sizes:** Back Cover = 7.5" x 7.25"      Inside = 2.25" x 5.50" tall

## E-NEWSLETTER ADVERTISING

Chamber e-newsletter communications reach over 11,000 readers weekly. With an average open rate on Currents of 22% and click-thru-rate of 5.09% (vs. industry performance of 17% and 3%, respectively), targeted Chamber e-news advertising is a smart and affordable way to direct your message to business decision-makers. Be one of the growing businesses in the region to directly reach this audience with your banner ad.



### Currents

A comprehensive e-newsletter detailing the benefits, stories and exciting activities taking place at the Chamber and throughout the region.

**Ad Size:** 160 x 400 pixels  
**Cost:** \$250 per send or \$750/month (4 sends)

### In the Queue

A focused e-calendar of upcoming training, education and networking opportunities.

**Ad Size:** 160 x 400 pixels  
**Cost:** \$250 per send or \$750/month (4 sends)

## ONLINE ADVERTISING

Serve up your advertisement to companies you want to do business with while they're on the Chamber's website. From traditional business-to-business communications to a more consumer approach on festival sites—the Chamber has the right advertising vehicle for you.



### **cincinnati-chamber.com**

Pageviews – 72,000 per month

Online advertising on this site is limited to five rotating Banner and/or Island ads (72 dpi screen resolution, GIF format) during each 4-week run.

**Ad Size:** 728 x 90 pixels (Banner)

**Cost:** \$250/month (4 weeks)



### **oktoberfestinzincinnati.com**

Pageviews – 233,000 from August 1 – September 30

Ads run on this site only throughout event period.

**Ad Size #1:** 181 x 540 pixels (Island)

**Ad Size #2:** 728 x 90 pixels (Banner)

**Cost:** \$250 (4 weeks)



### **tasteofcincinnati.com**

Pageviews – 216,000 from April 15 – June 15

Ads run on this site only throughout event period.

**Ad Size #1:** 181 x 540 pixels (Island)

**Ad Size #2:** 728 x 90 pixels (Banner)

**Cost:** \$250 (4 weeks)



### **party-in-the-park.com**

Pageviews – 85,000 from April 1 – August 31

Ads run on this site only throughout event period.

**Ad Size #1:** 181 x 540 pixels (Island)

**Ad Size #2:** 728 x 90 pixels (Banner)

**Cost:** \$50 (4 weeks)



### **Member 2 Member web page**

This FREE opportunity to promote your business and special offer to other members is yours for the taking. Simply login to the Chamber's website and update this section of your account profile.

**Cost:** FREE to members