



RogersLowell.com

# INCREASE YOUR BUSINESS EXPOSURE WITH CHAMBER ADVERTISING PROGRAMS

## LOW-COST AND FREE OPTIONS TO FIT ANY BUDGET

### PRINT ADVERTISING

#### **Chamber Voice Newsletter**

The Chamber offers affordable monthly newsletter advertising to help members reach its entire membership of representatives. Members may choose to advertise via display ads or inserts. Quantities of inserts vary (average is 3,800 per issue). Submit the Advertising Contract to reserve space.

- **Display Ads**

This full color, 16-page newsletter features display advertising in two standard sizes and costs: half-page (\$300) and full-page (\$500). Display ads must be provided in PDF format by the 10th of the month prior to publication.

- **Inserts**

The *Chamber Voice* also provides members an opportunity to insert an 8.5" X 11" flyer (one or two-sided, color or black and white). Inserts must have the words "Paid Advertisement" printed on them to meet postal regulations. Printed inserts must be provided to the Chamber by the 15th of the month prior to the publication date. The cost is \$200 per month and is first-come, first-serve due to limits in the number of inserts that may be accommodated for postal requirements.

#### **The Good Life Magazine**

One of the best and most popular options for advertising is the annual destination guide, a magazine produced by the Chamber. This sleek publication offers a variety of ad sizes and rates for Chamber members to reach tourists, business travelers, new residents, current citizens and convention attendees throughout the year. Distribution points are spread out all over the region and state with a shelf life of one year. An online version is also viewable at RogersLowell.com and features links to all advertisers' websites at no additional charge. Submit the Advertising Contract to reserve space.

#### **Community Map Project**

The Chamber contracts with a dedicated cartography and map production company to produce an annual map distributed by the thousands to walk-in, phone and online inquiries as well as new residents. Chamber member, Target Marketing, conducts the ad sales each spring and summer. Call Membership Services now to reserve your space.

### ONLINE ADVERTISING

#### **Community Calendar**

The Chamber offers a free and convenient online Community Calendar on its RogersLowell.com website under the "News & Events" section. Members simply visit this section and "Submit an Event" to have it posted. This is a popular way the Chamber helps to promote important community events for its members.

#### **eCoupons & Discounts Program**

The Chamber offers a free program to help promote its members' businesses to other members and the general public via eCoupons & Discounts on the Rogers-Lowell.com website. Members simply log-on to the Members-Only section of the website and follow easy instructions to post offers which appear in the relevant category (e.g., pets or automotive). Both members and the general public may search coupons by clicking the "Coupons & Discounts" link in the Business Directory. eCoupons are also visible under each individual member's business directory listing on the website.

#### **Chamber Member News**

The Chamber offers its members opportunities to share news about their growth, partnerships, expansions, new location, employee promotions, new hires, awards and achievements, expanded service offerings and other accolades at no charge on the RogersLowell.com website. Members simply go to the "Submit Member News" link under "News & Events" to request submission.

#### **Chamber Blog Feature Story**

The *Chamber Voice of Business Blog* is a great avenue to gain free exposure for your business. If it is relevant to the interest of the reader, members can submit an informational guest blog to be featured on [impactpossible.com/voice](http://impactpossible.com/voice), at the discretion of Chamber staff. Email [Justin@rogerslowell.com](mailto:Justin@rogerslowell.com) for more information.



*If you have questions about how to make these advertising programs work for you, please contact the Chamber's Member Services Team at (479) 636-1240 or [MemberServices@RogersLowell.com](mailto:MemberServices@RogersLowell.com).*

Take advantage of these opportunities to advertise and promote with the Chamber today!

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## **DIGITAL ADVERTISING**

### **Website Banners**

Online banner ads on RogersLowell.com reach a potential audience of (on average) 100,000+ unique visitors a year with over 250,000 page views. Rates are offered to members on a very low cost per thousand basis and represent a competitive and cost efficient use of advertising dollars. Contact the Chamber for availabilities and rates.

### **Weekly eNews Banner Ads**

The Chamber communicates with its members via email blasts twice a week. Emails are distributed on Mondays ("Monday Memo") and Thursdays ("Calendar at-a-Glance"). Each Monday and Thursday an average of 2,800 emails are distributed (for each blast) and achieve an outstanding open rate between 24-27 percent. Full-color banner ads are available for rotation in the weekly emails on a monthly basis at a cost of only \$200 and include a hyperlink to the advertiser's designated website. Banner ad design is not included in the price. Ads must be submitted in 728 X 90 pixels (no animation) by the last Friday of the month prior.

### **Premium Social Media Marketing (SMM) Package**

The Chamber offers members access to its growing social media community with free one-time posts to Facebook® and Twitter®. For extra reach, a Premium SMM Package may be purchased for \$200 per month. It includes one news article posted to the Member News section of RogersLowell.com and one social media posting (promoting a link to the article) on Facebook® & Twitter® (and LinkedIn® if appropriate) for four consecutive weeks.

## **PROMOTIONAL OPPORTUNITIES**

### **Relocation Packets**

The Chamber mails information to individuals and companies who inquire about our area and we can include your brochure/flyer in all relocation packets. In addition to your flyer being mailed to individuals/families considering the area for relocation, you also get the list of people who have requested the packet. The list includes recipient name, address and how the request was received (i.e. via the telephone, web, friend, etc.). If that person made a special request, such as a list of daycare centers, that request is noted as well. The list is sent to you via email at the first of each month in an excel spreadsheet.

### **NEW ONLINE BENEFITS IN 2019:**

- Enhanced visibility on "Relocating to Rogers & Lowell" section of RogersLowell.com
- Includes hyperlink to a specific landing page on your website or PDF of your brochure
- Logo featured in Relocation section of *The Good Life Destination Guide*
- Includes both print and online version of magazine with hyperlink

*The cost is \$500 per year and you supply us with 100 copies of your brochure/flyer.*

### • **The Mail-Out Program**

This program enables Chamber members to include their brochure or flyer in all relocation packets. Members simply provide 500 copies of their brochure or flyer. As an added value, and in addition to the mailing, the Chamber provides members a list of people who have requested the relocation packet and includes the logos of participating businesses on the relocation section of RogersLowell.com. This list includes recipient's name and address, and indicates how the request was received, e.g., telephone, website, friend, etc. and is perfect for follow up marketing efforts. At the first of each month, the list is sent to members via email in an Excel spreadsheet. The cost is \$500 per year.

### • **The Relocation List Program**

Similar to the Mail-Out Program, this offers the same list of people who have requested a relocation packet. The difference is that members may purchase the list for six months (\$90) or 12 months (\$180). The list may be either picked up at the Chamber's offices or automatically emailed to members at the first of each month.



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## **PROMOTIONAL OPPORTUNITIES (Cont'd)**

### **New Member Packet Coupon Program**

Members may place a coupon free of charge in the New Member Packets to welcome new members by emailing a PDF of the offer to the Chamber. It will be placed in the packet that is distributed to approximately 300 new members annually.

### **Event Goodie Bags**

Members have opportunities throughout the year to distribute branded promotional items in Goodie Bags that are handed out at various events. Contact the Chamber to get your promotional items included. Quantities will vary by event.

### **Donate Door Prizes**

The Chamber offers a variety of networking and professional development opportunities, everything from Chamber Tutorial and Coffee Connection to B2B Networking Lunches. Door prizes are a great way to expose your brand and sample products/services to members. Door prizes should have a minimum value of \$25. Donors will be recognized verbally during events. Call the Chamber to donate.



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