

CHAMBER COMMUNICATION

2010 Advertising Opportunities

The screenshot shows the website's main navigation menu on the left, including links for Home, Membership, Business Connects, and more. The main content area features several articles: 'A One-of-a-Kind Facility in Durham Region - Come See for Yourself!', 'Help a Child Stay Warm this Winter', and 'The Canadian Business Community & Haiti'. A sidebar on the right contains social media links for Facebook, Twitter, LinkedIn, and YouTube. The footer includes contact information and a note that Anderson C.V.I. Whitby is celebrating 50 years!

The newsletter cover features the title 'Business Connects' and the subtitle 'WHITBY CHAMBER OF COMMERCE'. The main headline is 'October... Small Business Month'. The content includes:

- October... Small Business Month:** Celebrating Leadership & Vision. Now Accepting Nominations. Whitby Chamber of Commerce 2008 Board of Directors.
- 2008 Corporate Partners:** A list of logos including UOIT, Humber College, and others.
- In this Issue...:**
 - Take and Make 'em Feel Good... \$
 - Member 2 Member Average Program... \$
 - Traveling 101... \$
 - Member Events... \$
 - Free Screen & Test Business... \$
- WHITBY:** A Complete Package of Business Services.

The eblast features several sections:

- QUICK LINKS:** Member 2 Member, Members in the Community, Business Connects, etc.
- STAY CONNECTED:** Facebook, Twitter, LinkedIn, YouTube.
- CHAMBER ADZ:** TOMORROW! Networking After Hours. Tuesday January 26th. Los Cabos Bar & Grill. 1009 Dundas St. E.
- WINMAR:** Property Restoration Specialists.
- YouTube:** We're on YouTube! Over 100 members enjoyed a delicious breakfast here by Tudor City School last Thursday and got the chance to build relationships.
- The Canadian Chamber of Commerce:** announced an important partnership to bolster its already extensive work on Canada-U.S. issues.



Whitby Chamber of Commerce

WHERE BUSINESS CONNECTS

Business Connects Interactive Magazine

Business Connects is the Chambers electronic bi-monthly magazine. Members enjoy a colourful, professional and interactive magazine that keeps them informed throughout the year.

Over 2,600 copies are distributed to members & key community contacts via email. The Whitby Public Library, JCI Whitby, also host the magazine on their websites. Don't miss the opportunity to promote your company to a well-qualified audience within the Durham business community.

1. Colour & Interactive Advertisements – these advertisements are placed within the publication.

Ad	Height	Width	1 Time	6 Times
Business Card + Hyperlink	2.0"	3.715"	\$95	\$85
1/6 page + hyperlink	3.3"	3.715"	\$150	\$140
¼ page + hyperlink	Horizontal: 2.416" Vertical: 4.95"	Horizontal: 7.5" Vertical: 3.715"	\$245	\$230
½ page + hyperlink	Horizontal: 4.95" Vertical: 10.0"	Horizontal: 7.5" Vertical: 3.715"	\$300	\$275
Full Page + hyperlink	10.0"	7.5"	\$450	\$405
Banner + hyperlink	1.58"	7.5"	\$180	\$170
Back Cover Business Card + hyperlink	2.0"	3.715"	\$50	\$45
NEW MEMBER Enhancement	Member listing will have hyperlink to preferred url, email, pdf ad/flyer		\$29.99	
RENEWAL MEMBER Enhancement	Renewal listing consists of company name, contact person and hyperlink to preferred url, email, pdf ad/flyer		\$29.99	

2. Flyer Adz– Get the chance to effectively advertise a special event or promotion to the membership & community in a pdf flyer format. Your flyer will be inserted on a special flyer page that includes a teaser type image that once clicked on displays your company flyer.

Company Electronic Flyer:

Please forward your pdf flyer to darla@whitbychamber.org by the assigned deadline.

Cost: \$70.00 + HST per insertion

Discounts are available for the purchase of 2 or more insertions.

Snip or Click Holiday Coupon: available in the Nov/Dec Issue

This coupon section is available once a year for members who would like to promote company sales/deals/coupons to holiday shoppers.

Please forward your pdf flyer to darla@whitbychamber.org by the assigned deadline.

Cost: \$49.99 + HST



Company Print Flyer:

Once a year in January we send out by direct mail specifically to members your print promotional items. (flyers, brochures, post cards). Your flyer will be distributed with the Annual Membership & Business Directory.

Cost: \$120.00 + HST

Whitby Chamber Weekly Eblast Advertising

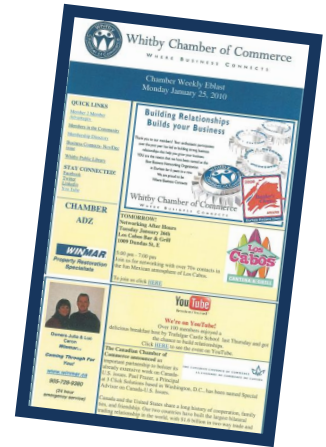
Once a week every member receives a personalized email on what's new at the Chamber. The email is filled with business advice, upcoming events, community activities and important business news. It's your way to stay informed. Every week is different!

CHAMBER ADZ – space dedicated along the left side of the page where you can insert your logo and text with a hyperlink. **Reach over 1,300 members and their employees.**

Criteria

- First come, first served basis
- Logo + 20 words text + hyperlink to website/pdf/email
- Your company information is posted for 2 eblasts (consecutive weeks)
- Seven ad spaces are available located along the left side of the page
- Distribution: Once a week, 50 weeks a year to approx 1,300 members, their employees and key community contacts
- Deadline: Ad must be submitted by the Wednesday previous to the week of distribution
- Reserving space in advance is encouraged

Cost: \$65.00 + HST



Whitby Chamber Website Advertising

With over 26,000 visits a year, the Chamber website is a great marketing tool to share your business message. Members visit the site for up to date news, upcoming events, while the public visits the site to look for business information and to visit the Membership Directory to look for local services and products. The Membership Directory located on the website continues to be one of our highest visited pages. Now get the chance to enhance your listing to make you stand out from the crowd!



Enhanced Directory Listing:

Enhance your directory listing with your company logo or a small, full colour Business Card Size Ad.

Ad Dimensions: 640px W by 200px H or 3.2"W by 1.6"H – 200 dpi

Cost: \$125.00 + HST – posted for one year

Static Ad

- Ad dimensions: 120px high by 180px wide
- Hyperlink is included – website or pdf
- The static ad appears in rotation on all chamber pages
- First come, first served basis

Cost: \$150.00 + HST – posted for 2 months on the website

Purchase Your Space Today!

MEMBER COMPANY: _____

CONTACT PERSON: _____

ADVERTISEMENTS/FLYERS

AD DETAILS

Communication Tool:	Business Connects	Chamber Eblast	Online/Website
	New Member? YES	NO	
	Renewal? YES	NO	

SIZE: _____

HYPERLINK: _____

ISSUE/S/DATES: _____

PRICE: _____

AD DEADLINE: _____

ACCEPTABLE FORMATS FOR ARTWORK: QuarkExpress 4 (.qxd); Adobe Illustrator 8 (.eps);
Adobe Photoshop 5 (.jpg)

ACCEPTABLE FORMATS FOR HYPERLINK: pdf document, website url, email address, jpg

BILLING: For the Business Connects Interactive Magazine all advertising is billed after the issue is distributed.

I agree to honour this advertising agreement and fully understand the details and requirements of advertising with the Whitby Chamber of Commerce. If I have changes to be made to the above agreement I understand I must give 30 days' written notice.

Member Signature

Date

Chamber Staff Signature

Date