

WELCOME



Welcome to the Carbon Chamber & Economic Development Corporation (CCEDC).

Whether you have recently joined us or are about to become a new member of our Chamber, I congratulate you for not only taking a positive step toward growing your business but also for investing in your own professional and personal growth.

As entrepreneurs and business professionals, we all experience the daily challenges of an ever-changing economic and business landscape. At times, these challenges can become overwhelming and difficult to navigate; however, these are the kinds of things that we can help you successfully tackle. We are also here to give you the tools and education that you need to succeed as a competent and confident business professional. So, think of us as your partner or support system in helping you to do business smarter and better.

As a member of CCEDC, YOU are significant! We believe that each of our members can truly make a difference by contributing his/her talent, expertise and time, which makes the CCEDC and our community that much stronger. YOUR active involvement with our Chamber will greatly benefit both you and your fellow members on so many levels. Our tagline, "Strength in Numbers" speaks to the fact that we can learn so much from one another and accomplish so many incredible things TOGETHER.

Please take some time to explore the enclosed information and our web site. As you do, you will discover that our Chamber offers numerous, valuable benefits from networking and training to business support and small business loans to discount programs and advertising opportunities. But that is not all... the low price of your CCEDC membership also entitles you to expand your customer reach by automatic membership in The Greater Lehigh Valley Chamber of Commerce (GLVCC) and full access to everything that they have to offer.

The CCEDC's main focus is to support your growth and success while we build a stronger community. On behalf of our board of directors and our entire organization, I thank you for choosing to partner and grow with the Carbon Chamber & Economic Development Corporation.

And in the interim, please feel free to contact me or our office with any questions. We look forward to having you as a member!

Sincerely,

Marlyn Kissner
Executive Director

STRENGTH In Numbers

137 South St., Lehighton, PA 18235 | 610.379.5000 | f: 610.379.0130 | info@CarbonCountyChamber.org

www.CarbonCountyChamber.org

why the chamber?

A strong, healthy Chamber indicates one thing in a community – a strong, healthy business environment. Business owners may be attracted to Carbon County for its scenic beauty, recreation, close proximity to the largest population in the US, or maybe they were fortunate to grow up here. Whatever the reason, starting a business might sound easy, it's keeping it growing and strong that's a challenge.

And that's where we come in. We are all about you and the success of your business. It doesn't matter what industry you are in, we are here for you and if you aren't succeeding, then we aren't doing our job. From start-up's to multi-million dollar businesses in industries as diverse as elastomeric-urethane form liners to white water rafting, we support them all...and, everything in between.

We consider ourselves a one-stop shop when it comes to business needs, so if you need to network to get your product or service known in the area – we've got you covered. If you need low interest loans to grow or expand your operations, purchase equipment, or develop land or a building, we've got that covered too. Or, if you have absolutely no idea where to begin but have passion, drive and a great business idea, we can help you there too!

We offer entrepreneurship training courses, job fairs, industry networking events, business expo's, geographic-specific networking, regional networking and partnerships with other Chambers, low interest loans, coaching programs and small business consulting services. Become a member TODAY and see how we can help you!

our vision

The members of the Carbon County Chamber of Commerce are a catalyst for continuously creating cooperative and prosperous businesses to enhance our community.

our mission

To improve the economic climate and quality of life in Carbon County by providing services, information and advocacy for our members and the community.

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our board of directors

■ executive

President: Michael Harleman
First Northern Bank & Trust

Vice-President: Patricia Handwerk
The Harry Packer Mansion

Treasurer: Marhsall Walters
Architectural Polymers

Secretary: Jared McEvoy
The Equinox Agency

Carol Obando-Derstine
PPL Corporation

Mark Sverchek
Mark Sverchek Insurance

Ronald Tirpak
Carbon Engineering

Joe Russo
PenTeleData

Patrick Reilly
Mauch Chunk Trust

Barbara Green
Blue Mountain Ski Area

Craig Zurn
Jim Thorpe National Bank

Larrisa M. Verta
Lehigh Carbon Community College

Wayne Nothstein
Carbon County Commissioners

Girvin Janicki
Walmart

Solicitor: Jane Sebelin
Sebelin Law Offices

staff

Executive Director:
 Marlyn Kissner

Member Relations Director:
 Alice Wanamaker

Director of Economic Development:
 Kathy Henderson

Administrative Assistant:
 Linda Rex

our committee leaders

■ ambassador events

Chairperson: Marlyn Kissner
 Greater Lehigh Valley Chamber
marlynk@lehighvalleychamber.org

■ business/education partnership

Chairperson: Marshall Walters
 Architectural Polymers
marshall@apformliner.com

■ carbon young professionals

Chairperson: Jared McEvoy
 The Equinox Agency
mac.mcevoy@agentequinox.com

■ leadership carbon

Chair: Adam Weaver
 Law Offices of Adam R. Weaver, Esq.
attyweaver@icloud.com

■ tourism & accommodations

Chairperson: Marlyn Kissner
 Greater Lehigh Valley Chamber
marlynk@lehighvalleychamber.org

■ women in business

Chairperson: Alice Wanamaker
 CCEDC
alicew@carboncountychamber.org

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Ambassador Events Committee

This committee is focused on the development of all networking events. Members brainstorm ways to create unique networking and annual Signature events. These events are used to highlight and promote Chamber members' business establishments and promote the support of member to member commerce. Members also attend the events as "Ambassadors" of the Chamber, assisting members in making connections and networking with one another.

Business/Education Partnership

This committee facilitates conversation between educators and businesses in Carbon County. Businesses provide realistic feedback on challenges and opportunities in the workplace and partner with educators to incorporate the feedback into their curriculum. This collaborative effort assists employers with a plan for a skilled and ready workforce.

Carbon Young Professionals

This committee's purpose is to develop and empower young professionals and their allies through the Young Professionals Council. The YPC will help to expand the ranks of young leaders who are ready to further equality for our community through board service for a variety of agencies, not-for-profit organizations and government commissions. The YPC, as a group, fosters a culture of diversity, service, leadership, advocacy and camaraderie among young Carbon Chamber & Economic Development members while developing the next generation of CCEDC and CCEDC-allied civic leaders.

Leadership Carbon

This program is designed to develop knowledgeable, skilled, committed, and action-oriented community leaders. Leadership Carbon brings together participants once a month starting in September through May. Participants typically come from diverse backgrounds and varying perspectives to learn more about themselves and their communities. In the Leadership Carbon Program, people share their ideas and experiences with each other, gain new skills and knowledge about leadership, and develop plans and strategies for implementing community betterment projects.

Tourism Committee

This committee provides leadership and strategic direction to initiatives and projects that will have an impact at the County level. This group interfaces with County level agencies, multi-county regional partners, and State level legislative resources, associations and groups. It also provides a forum to discuss opportunities and design initiatives that will fill all types of lodgings in Carbon County as well as offers access to group advertising opportunities that would otherwise be unaffordable to lodgings with only a few rooms.

Women in Business

This committee group conducts lunch meetings highlighting guest speakers on the second Thursday of each month at different venues. These meetings provide an opportunity for the business women of Carbon County to come together for support and networking. The group is a few years old and has had strong growth. All are welcome, including men!

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Benefits that give you value for your money & meet a variety of business needs.

- **Chamber's Interactive Web Site:** Portal to Carbon County business, lifestyle and attractions for both the general public and membership. Membership section of web site offers access to build your member profile page, highlight your products and services, schedule events, post deals and job openings. There is also a Featured Business of the Month (paid) opportunity to showcase your business for entire month on the site. (See Advertising).
- **Committees:** Operational committees (comprised of member volunteers) designed to carry out the mission and vision of the Chamber, which is to promote the growth of Carbon County businesses and positive changes in our community.
- **Small Business Lending:** Access & support for acquiring low interest loans to start, grow or expand your business.
- **Co-Op Advertising Opportunities:** Chamber-negotiated reduction in ad rates by contracting ad space in group buys with other businesses.
- **FREE CCEDC Blog Submissions:** Promote your business expertise by guest blogging for the CCEDC Blog. CCEDC members can submit their self-written industry-related article or valuable tip to the webmaster for publication. Blog posts will be linked to the blogger's CCEDC member profile on the CCEDC web site.
- **Government Affairs/Political Advocacy:** Representation of the needs of Carbon County businesses.
- **Health Care & HR Support:** Partnering with Equinox allows businesses to focus on their core competencies, rather than on employee benefits and health insurance issues. With Equinox, you can trust that your business has the proper technology at its disposal, enrollments and claims are handled efficiently and that your employees have a true advocate at their side.
- **Networking:** Relationship building among Chamber members, opportunity to showcase and highlight your business, access to Carbon County business leaders and decision makers.
- **Online Membership Directory & FREE Member Mailing List** (names & mailing addresses ONLY) provided in Excel format.
- **Quarterly Industry Forums:** Opportunity to meet and network with other business owners and industry leaders on a quarterly basis.
- **Ribbon Cutting & Ground Breaking Ceremonies:** We will help you recognize the important milestones in your business from grand openings to new buildings to anniversaries and more. We will provide ceremonial scissors and ribbon or shovel, Chamber Leadership representative, local government official (if available) and promotion to Chamber members and the public through Chamber communications and regional media channels. **Member Cost: \$150 | Non-Member Cost: \$300**
- **Training & Support-Entrepreneurial Workshops:** Industry experts provide guidance in classroom sessions on the topics of marketing, business plans, finance, accounting, legal issues and HR.
- **Proofreading:** A team of Chamber proofreaders will help you polish your marketing materials with a one week turnaround. Contact Alice at AliceW@CarbonCountyChamber.org or 484-274-2080 for details on this FREE benefit.

■ **Constellation New Energy Discount**

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2017



EVENTS

our signature events

Administrative Professionals Day Luncheon Celebration | Wednesday, April 26th

Carbon Adventure Race | Saturday, July 22nd

Annual "Sturm Cup" Golf Tournament 10 Yr. Anniversary | Friday, September 15th

Economic Outlook Breakfast | TBA

Annual Dinner Awards Celebration | Friday, November 17th

Please visit our Chamber Events page on our web site for more details regarding these events.

our "business after hours" networking events

Solid business relationships are vital to growing and maintaining your business. Your Chamber gives you monthly opportunities to network with your Chamber membership, so you can make new contacts, find potential clients and develop valuable business relationships that can help strengthen your business now and in the future. Our "Business After Hours" events provide incredible opportunities to spread the word about your products and services, educate you about business as well as learn about what other businesses can offer you in a fun and relaxing atmosphere. During certain times of the year, your Chamber enables you to further expand your networking circle by partnering with other local area chambers to hold joint events.

A "Business After Hours" event can be hosted (venue location) and sponsored by two separate businesses or by just one. Those businesses that wish to host and/or sponsor one of our monthly events are able to spotlight and promote their business by giving a brief presentation at the event and also through the Chamber's promotional efforts: press releases to local newspapers, media coverage and mention in our CarbonLink and Carbon eLink membership communications.

Special Promotional Bonus: Up to two weeks prior to the networking event that you will be hosting, we will also link to your company's short promotional video on YouTube (if applicable) on the Featured Video Spotlight section of the CCEDC web site homepage. (This benefit is part of your Event Host fee.)

Cost to Host Event: \$150.00

2017 Event Schedule: Please consult our web site or Carbon eLink e-Newsletter for the most up-to-date "Business After Hours" event information.

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membership fees

Please contact **Alice Wanamaker, Member Relations Director** at **(484) 274-2080** or **alicew@carboncountychamber.org** to discuss membership packages and your investment.

get started

- Go to www.CarbonCountyChamber.org and click on the Join Today! button on the left sidebar, at the top of any web page or click on the Membership Application link at the bottom of the Membership Information web page.
- Complete our Membership Application, submit and obtain your application number.
- Make your payment online (preferred) or by check made payable to: **Carbon Chamber & Economic Development** (include your application number on your check). Mail to our office address below.
- Obtain your username and password from the CCEDC office and complete your company's online **Member Profile**: The information that you provide on your Member Profile will be used for our online Business Directory search as well as to promote your products & services, hot deals, events, job openings in specific locations throughout the Chamber's web site as determined by your profile category selections and level of profile enhancement.
- Consider and take advantage of opportunities to enhance your Member Profile, become a **Featured Business of the Month** or advertise on our site with a banner ad.
- Get involved...join a committee, attend or sponsor an event, advertise, network, donate or contribute your talent and expertise.
- Take advantage of the education, programs, resources, financial assistance and the numerous ways that your Chamber can help you promote your business.

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Your Chamber gives you plenty of cost-effective ways to advertise and promote your business to our membership and the general public.

event sponsorships, donations & advertising

Showcase your business and help your Chamber bring you more valuable programs and resources to help grow your business by hosting and/or sponsoring a "Business After Hours" networking event or by becoming a Signature Event sponsor, donator or advertiser. Contact our Ambassador Events Committee or the Chamber office at 610-379-5000 to participate.

co-op advertising: chamber price-negotiated advertising in local and regional publications

As a benefit of your membership, the Carbon Chamber will negotiate ad rates with participating local and regional publications. "Strength in numbers" really helps get advertising costs down and to the key markets.

Currently, we have advertising opportunities at special negotiated rates for the following publications. Samples of the publications are available for viewing at the Chamber office. Please contact **Alice Wanamaker at 610.379.5000** or send her an e-mail at alicew@carboncountychamber.org for the most up-to-date ad rate and deadline information.

What's Happening, Monthly

As a new member, your business will be listed on the CCEDC page. In addition, CCEDC negotiated a special discount rate for the ads on our page in the publication. 11,000 magazines are distributed to over 450 locations from Hazleton, PA to Bethlehem, PA.

Main News Section of the Standard-Speaker, Daily

The CCEDC has negotiated a discount of 10% off regular daily rates in the Main News Section of this publication. (Discount does not apply to special sections or pages with an already established discount rate.) The Standard-Speaker covers five counties: Luzerne, Schuylkill, Columbia, Carbon and Monroe. Online advertising is also available (rates quoted upon request). Contact Sandy Hoiko at this publication for further details... 570.501.3521.

The CCEDC is always looking for new Co-Op Advertising Opportunities that will benefit our members. If you have a publication that works for you and would like us to negotiate a Chamber rate, please contact Alice Wanamaker at the Chamber office.

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Carbon eLink (E-newsletter)

Featured Ad: \$50.00 per issue

Submit your choice of 250 word press release advertisement with photo option or a clickable ad (banner type) image.

Ad Specs: 390 pixels wide x 210 pixels high (5.417" wide x 2.917" high); 72 dpi, Jpeg format.

Distributed bi-weekly to our mailing list subscribers, which includes our membership.

Member Spotlight: \$50.00

Showcase your business with a Member Spotlight with a 250-word feature article that you submit to us with a photo.

Greater Lehigh Valley Chamber (GLVCC) - A CCEDC Partner advertising opportunities

To learn more about Marketing Solutions offered by the GLVCC, please contact **Gina Martens** at ginam@lehighvalleychamber.org or **610-739-1511**. Many of their Marketing Solutions listed below are FREE or low cost.

- **FREE Excel Member Mailing List** (company name and address ONLY)
- **FREE Listings in the Membership Directory and on the GLVCC web site.**
- **FREE "New Member Spotlight" in GLVCC's monthly publication, "Connections," as well as the GLVCC web site, blog and eConnections e-mail blast.**
- **Trade Radio Giveaways**
- **FREE Member News/Press Releases**
- **FREE Radio Spots with Connoisseur Media**

& Much More... contact Gina Martens at GLVCC or visit: lehighvalleychamber.org

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www.CarbonCountyChamber.org

web site advertising

www.carboncountychamber.org

The CCEDC web site is an informative resource for both CCEDC members and the general public. The new design, user-friendly navigation, diverse content that includes Chamber, economic development, community, business and tourism-related information as well as its robust business directory search and other interactive functions are all intended to create an amazing, "must go-to" portal to everything that is Carbon County! What's more, this new CCEDC site is member-centric, it offers the promotional and keyword SEO tools and advertising opportunities that you need to effectively promote your company to thousands of our web site visitors as well as increase traffic to your own web site. Best of all, you, as a CCEDC member, have control over what you promote and how you promote it, so that you can target where you need to and stay within budget.

PROMOTION: How Can You Promote Your Business on CCEDC's web site?

There are 5 ways to participate:

- 1) **FREE** Non-Member (limited) Directory Listing
- 2) **FREE** Basic Member Profile and Directory Listing*
- 3) Members can upgrade to a GOLD Package, which is an enhanced* Member Profile and Directory Listing.
- 4) Banner Advertising
- 5) Featured Business of the Month Image Hotlink
- 6) **FREE** Blog Article Submission for the CCEDC Blog. (Talk about tips, latest trends & other happenings in your industry. Will link to your member profile page on the CCEDC web site.)

As part of the **BASIC** and **GOLD** Member Packages, you are entitled to:

- FREE Advertising: HotDeals, Job Postings, Post Events
- ALL Member Profiles are SEO optimized, so they can be found on search engines, like: Google, Yahoo, MSN Bing and more!

PACKAGES:

What Are the Differences Among the Profile and Directory Listings Basic and Gold Packages?

Non-Member Package: FREE

- Limited information on directory listing and no web site links
- Non-visible member profile page

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PACKAGES (continued):

Basic Member Package: FREE (Must be a CCEDC member)

- **Member Profile Page**
 - Contact information & social media buttons
 - 200 character Business description
 - Driving directions
 - Hours of operation
 - Personalized keywords

- **Search Results Listing** (see Figure 2 below)
 - Random placement below priority placement listings
 - Basic business info
 - Name
 - Address
 - Phone
 - Web Site Link

Make Your Business Stand Out from the Competition! (ENHANCED PACKAGES)

Doing business today requires a company to implement solid, “stand out,” and consistent marketing strategies both offline and online. CCEDC gives you an incredible opportunity to do just that. With our Gold (Enhanced) Member Profile & Directory Listing Package, you can take advantage of a priority-ranked Directory Listing with additional information as well as an expanded Member Profile that can serve as a micro-web site and powerful traffic tool for your business.

According to our research...

Businesses that enhance their Member Profiles and Directory Listings see a major improvement compared to other members in the same category:

- 400% increase in category listing views.
- 1300% increase in Customized Webpage views.
- 200% increase in times your business is mapped.
- 400% increase in visitors to your website.

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Gold (Enhanced) Package: (Must be a CCEDC member) **\$175.00/1 yr. (Limited Time Only Price!)**

- **Member Profile Page**

- Logo/Image next to company info
- Expanded description of 1600 characters (standard 200)
- Bulleted highlights
- Additional website links
- Slideshow of additional photos or video

- **Enhanced Map Features**

- When clicked on:
 - Picture/Logo
 - Name
 - Phone Number
 - Address
 - Description
 - Web Link
 - Contact Email
 - Directions Link

- **Search Results Listing**

- Priority Placement over Basic listings
- Logo/image next to listing
- 200 character description under company name on Search Results
- Web Site link above phone number on Search Results



2017 FEATURED BUSINESS OF THE MONTH:

**REGULAR PRICE: \$95.00 (Limited Time Only Price!)
(Now Taking 2018 Reservations!)**

Showcase your company as our FEATURED BUSINESS OF THE MONTH on every page of the CCEDC website!

- Your company's name or logo on a FBOM badge located on left global sidebar of the CCEDC web site with a link to your member profile page.
- Featured Business of the Month Spotlight in the Carbon eLink newsletter & on CCEDC homepage.
- Multiple mentions throughout the month about your business on the CCEDC Facebook page.

This is an incredible opportunity to spotlight your business and make it STAND OUT! This is a very popular web product, which sells out quickly. Space Reservations will be taken on a first come, first served basis and will be put on the calendar schedule in that order. You must be PAID with order submitted to be placed on the schedule.

BANNER ADVERTISING:



Build your brand recognition, increase your web site traffic and supplement your presence on the CCEDC web site with a colorful 480 x 60 pixel banner ad. This ad banner is highly visible on the top of a CCEDC web page, makes your company easier to find, and not only shows support for your Chamber but also invites a visitor to click to find out more, which leads he/she directly to YOUR web site.

- To ensure more chances for your ad's visibility, there is a limit of 5 banners to a page, which will rotate at a rate of 4.5 seconds per ad.
- Packages are subject to 1 banner per contract even if the banner appears on multiple pages.
- Those members with a GOLD Member Profile/Directory Listing Package and/or purchase a higher exposure level banner package will receive priority ranking in rotation.
- Those who choose a 12-month contract may change their 1 banner up to 4 times a year.

Art work/file format Requirements:

Banner ads must be submitted in JPEG format at 480 x 60 pixel size at 72 dpi and be 4-color. (We will not re-size your banner ads. Ads that do not meet the above specifications will be returned and a new art file will be requested.

If you require assistance with your ad banner design at a special CCEDC member introductory rate, please contact the **CCEDC Webmaster, JumpSpark Creative Group at 570-722-3751 or send an e-mail to: cedcweb@jumpsparkcreative.com.**

AD BANNER PACKAGES:

We have several Banner Advertising Packages available to meet your needs and budget. Each package is assigned a LEVEL of EXPOSURE, so you can determine how much exposure works for you.

Please note that pricing is subject to change at any time, so lock-in your ad rate with a contract that best meets your needs.

PLATINUM LEVEL 1 EXPOSURE: CCEDC HOME PAGE: The home page is the most visible of ALL web pages.

3-MONTH CONTRACT	6-MONTH CONTRACT	12-MONTH (1 YR) CONTRACT
\$375.00 (\$125/month)	\$600.00 (\$100/month)	\$900.00 (\$75/month)

GOLD LEVEL 2 EXPOSURE: BUSINESS DIRECTORY PLUS: This package enables your banner ad to be shown on the Business Directory Search page PLUS, ALL of the following pages: Job Search, Accommodations, Arts & Recreation, Shopping, Dining, Real Estate, Jim Thorpe, Membership Application, Event Calendars, Press Releases, Area Map, MarketSpace, Contact Us, & Hot Deals.

3-MONTH CONTRACT	6-MONTH CONTRACT	12-MONTH (1 YR) CONTRACT
\$327.00 (\$109/month)	\$514.50 (\$85.75/month)	\$750.00 (\$62.50/month)



SIIVER LEVEL 3 EXPOSURE: SPECIALTY PAGES: Specialty Pages are pages that receive a higher rate of traffic than the normal internal pages (in the BRONZE LEVEL 4 PACKAGE). Your ad will show on 1 Specialty Page of your choice (pending availability in that category). At time of contract, you will be asked to select your number 1 choice and then give 2 alternate choices for placement.

Specialty Page Locations are: Job Search, Accommodations, Arts & Recreation, Shopping, Dining, Real Estate, Jim Thorpe, Membership Application, Event Calendars, Press Release, Membership Info,

3-MONTH CONTRACT	6-MONTH CONTRACT	12-MONTH (1 YR) CONTRACT
\$180.00 (\$60/month)	\$317.70 (\$52.95/month)	\$550.20 (\$45.85/month)

Area Map, MarketSpace, Contact Us, Find Your Fun & Hot Deals.

BRONZE LEVEL 4 EXPOSURE: INTERNAL PAGES: Internal Pages are pages on the CCEDC web site that receive traffic but the volume of traffic is less than that of the pages in Exposure Levels 1-3. Your banner ad will show on 1 Internal Page of your choice (pending availability in that category.) At time of contract, you will be asked to select your number 1 choice and then give 2 alternate choices for placement.

Internal Pages are: About Us, Board of Directors, Committees, Meeting Space, Members Speak, Community Info, Business Resources, Economic Development, Market Your Business, Networking,

3-MONTH CONTRACT	6-MONTH CONTRACT	12-MONTH (1 YR) CONTRACT
\$75.00 (\$25/month)	\$125.10 (\$20.85/month)	\$200.40 (\$16.70/month)

County, Events Gallery, Festivals, and Hotel Tax Grant.

DIAMOND "HIGHEST VISIBILITY" AD PACKAGE: (12-MONTH CONTRACT ONLY!)

Includes...

- 1 Banner Ad (can be changed up to 4 times a year)
- LEVEL 1 & 2 EXPOSURE (Home Page & Business Directory with ALL Specialty Pages)
- LEVEL 4 EXPOSURE Internal Pages (ALL)

PLUS...

- GOLD (Enhanced) Member Profile & Priority Directory Listing
- 1 Featured Business Member of the Month Image Hotlink to your Member Profile Page

*****A \$10,550 VALUE for ONLY \$2,999.00!**

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Member Profiles AT A GLANCE: Basic vs. Enhanced Gold

Basic Profile: FREE

Enhanced Gold: \$175 total/1 year (or monthly or quarterly installments plus \$5 service fee)

According to our research... Businesses that enhance their Member Profiles and Directory Listings see a major improvement compared to other members in the same category:

- 400% increase in category listing views.
- 1300% increase in Customized Webpage views.
- 200% increase in times your business is mapped.
- 400% increase in visitors to your website.

What You Get...	Basic Profile	Enhanced Gold Profile
Member Profile Page:		
Contact info	X	X
Social Media Buttons	X	X
200 Character Description	X	
Expanded 1,600 Character Description		X
Logo/Image Next to Company Information		X
Profile Header Image		X
Hyperlinked Bulleted Highlights of Products or Services		X
Additional Web Site Links		X
Slideshow of additional photos or video		X
Personalized Keywords	X	X
Driving Directions	X	X
Enhanced Maps Features: picture/logo, contact info, description, web link, e-mail, directions link		X
Search Results Listing:		
Random Placement below priority placement listings	X	
Basic Business Info: name address, phone, web site link	X	X
Priority Placement over basic listings		X
Logo/Image next to listing	X	X
200 Character Description under company name on search results		X
Web Site Link above phone number on search results		X
Bonus:		
Priority Placement in rotation of purchased banner ads		X

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**Reach Your Target Audience, Promote Your Business, Register for Events, Pay Invoices
Via the CCEDC Web Site & Member Information Center (MIC)**

- **Get Access to the Member Information Center (MIC):** Contact the CCEDC Webmaster at 570-722-3751 or e-mail: ccedcweb@jumpsparkcreative.com and request access to this Members Only area (the login link is at the top right of any CCEDC web page). You will receive an e-mail prompt with a link to create a password. Your username is the e-mail used on your MIC account, which is initially set up by CCEDC staff or the Webmaster. Both your username (e-mail) and password can be changed through the MIC dashboard. If you forget your already-created password, please contact the CCEDC office or the Webmaster for a password reset.
- **Update Your Member Profile (FREE Basic or PAID Gold Enhanced):** There are two components to the Member Profile: the Personal Profile (each representative on your account has their own) and the Company Profile (any representative on your account has access and can change if they have the security permission to do so, which most reps do). To update, start with your personal profile (accessible at the top right corner of the page near your photo box or on the left-hand navigation). Follow the prompts to complete each profile. (Note that you can control who sees your profiles through the dashboard- you can choose to make your personal profile seen by no one, members or the public.) It is very important to update your member profile, especially your company profile, to make sure that it is accurate. This helps to maintain the integrity of the CCEDC Business Directory and also helps customers find and contact you. (Note: Become familiar with what you get with a FREE Basic Member Profile vs. a PAID Enhanced Gold. Only Enhanced Gold Profiles have photos and video that are visible to the public. If you upgrade your profile to the Gold, it is recommended that you only post 5-7 images to your photo gallery.)
- **Utilize FREE Tools:** Stand out and promote your business for FREE by posting your Events, Hot Deals, Member-To-Member Deals, Job Postings, Classified Business Ads to MarketSpace, and Press Releases for Member Viewing, via the MIC dashboard. (Please note allow up to 48 hours for your postings to be approved by the Webmaster during normal business hours.)
- **Share company announcements, news, promotions, and even hobbies on your MIC Welcome Wall, so that other CCEDC Members can get to know you.** (TIP: Be sure to upload a photo of yourself for your Personal Profile, so that other CCEDC Members can put a face with a name, which helps create that personal touch and establish a good business relationship.)
- **Check for Important CCEDC Information & Download Your CCEDC Member Web Badge for Your Web Site under the RESOURCES Tab in the MIC (Instructions are included with the download).**
- **NEED HELP?** Attend our periodic live trainings or simply watch the MIC video tutorials. Access the videos under RESOURCES in the MIC or under The Chamber dropdown menu on the CCEDC web site.

Contact the CCEDC Webmaster at 570-722-3751 or ccedcweb@jumpsparkcreative.com during normal business hours: Monday thru Friday: 8:30am - 5:00pm.

STRENGTH In Numbers

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