

2017

ADVERTISING RATES



Our goal is to help your business succeed. One way we can help you, is by offering online and print advertising that have proven results. Whether you are a service provider, industrial business, retail shop or restaurant we have options that will help get your business noticed.

Consider this:

- On average, our website receives 20,000 visits a month.
- Each year we distribute over 40,000 Newburyport Guidebooks to tourists & locals.
- Our email distribution list contains over 15,000 locals and visitors email addresses.

Put our marketing options to the test. We promise results!

ONLINE BANNERS

Half Banner - \$300/mo \$600/qtr

- Appears on all web pages
- Static
- 234w x 60h pixels

Full Banner - \$100/mo \$200/qtr

- Choice of Section where to appear
- Appears in YOUR Business Category
- Rotates with other banners
- 480w x 60h pixels

Section Choices (circle two):

- Calendar of Events
- Business Directory
- News Releases
- Hot Deals
- Job Postings
- Contact Us/Info Requests

Square - \$100/mo \$200/qtr

- Choice of Section where to appear
- Rotates with other banners
- 125w x 125h pixels

Section Choices (circle one):

- All Visitor Pages
- All Business Pages

Link my banner to:
http://_____

Resolution: 72 dpi
File Format: JPG, PNG, or PDF

ONLINE LISTINGS

Enhanced Package

- \$250/year
- Enhanced Listings Web / Guidebook
- Post in "Explore Greater Newburyport" Monthly Email (formerly STAY in the LOOP)
- Additional Category (Online Directory)

Additional Category In Online Directory

- \$50/each
- \$25/each (3 or more)

Category Choices:

1 _____
2 _____
3 _____

Resolution: 72 dpi
File Format: JPG, PNG, or PDF

E COMMUNICATIONS

Member2Member Email

- \$99/ea Non-Profits \$75/ea
- Sent on Tuesdays & Thursdays
- 600w pixels

Member Newsletter Ad

- \$50/wk \$200/6wks \$350/12wks
- 364w x 100h pixels

Resolution: 72 dpi
File Format: JPG, PNG, or PDF

MARKETING PROGRAM

Gift Card Only - \$FREE

(several processing options available):

- Credit Card Terminal
- App for tablets / smart phones
- POS Program
- Web Based Program

Guidebook Ad Only

(circle one):

- 2-Page Spread - \$2,500 (11w x 8.625h)
- Back - Full Page - \$2,500 (5.5w x 8.625h)
- Inside Front Cover - Full Page \$1,700 (4.75w x 7.5h)
- Full Page - \$1,350 (4.75w x 7.5h)
- 1/2 Page - \$800 (4.75w x 3.725h)
- 1/4 Page - \$550 (2.3w x 3.725h) or (4.75w x 1.8h)
- Enhanced Listing - \$50 (company, website & description)

Comprehensive Package

\$750/yr (\$950 value)

- 1/4 page Guidebook Ad
 - Full Page - Add'l \$800
 - 1/2 Page - Add'l \$250
- Enhanced Package
- Facebook Advertising
- Lamppost Sponsor

Guidebook Ad Specs
Resolution: 300 dpi
File Format: JPG, PNG, or PDF
Full Color in CMYK

Description of Various Marketing Venues:

Online Banners: Advertise your business on the Chamber's website and reach thousands of potential customers. We offer 3 sizes to meet your needs with a click-thru to your website or social media page.

Member2Member Email Communications: Are you having a special event, fundraiser or promotion? Do you have a new product or service you would like to announce? Did you win an award, hire a new employee or are you having a grand opening? Then sending a M2M Email is an effective way to get the word out to the local business community. Communicate your information directly to the Chamber membership with this affordable and effective advertising.

Member Newsletter: This weekly newsletter is the primary tool used by the Chamber to communicate with the membership. This e-newsletter delivers timely and relevant information including: chamber news & announcements, upcoming events, regional news, announcements and events from chamber members, and more. All ads link to the advertiser's webpage of choice.

Enhanced Package: Communicate your news of a monthly special, new arrival, event or promotion, directly to these known consumers. Monthly "Explore Newburyport" E-blast entry includes an image and text that you submit. The Package also includes an enhanced listing in the Guidebook, enhanced listing on the Chamber website, with image and text in the appropriate business category (where to eat, where to stay, what to do, etc) and one additional category listing in the Membership Directory.

Additional Category: Membership with the Chamber entitles you to one (1) category listing. To increase your visibility, you have the option of purchasing additional listings related to your business. These will appear in the Membership Directory and on the website directory.

Guidebook: Be included in the official Newburyport Guidebook. The Chamber prints & distributes 40,000 high quality full-color guidebooks as well as an electronic version on the Chamber's website. Books distributed in May. The Guidebook contains extensive shopping, dining and lodging information, a downtown map, beautiful photography, a calendar of events, Newburyport's history, arts and culture, important city contacts and much more.

Gift Card: One of the most popular gifts in the area! It is redeemable at a diverse group of local businesses - including retail shops, restaurants, salons, inns, galleries, and more. Last year, more than \$160,000 worth of gift cards were sold! Hundreds of gift cards were purchased over the holidays alone. So take advantage of those shoppers looking to spend their gift cards & make sure they can redeem them at your business!

Company: _____

Contact: _____

Address: _____

Email: _____ Phone: _____

Method of Payment: Invoice Check Enclosed Credit Card (MasterCard / Visa / AMEX)

Credit Card #: _____ Exp Date: _____ VCode: _____

Name on Card: _____ Signature: _____