

Featured Member Marketing Program: Digital Communications



★ 2023 Advertising Options ★



GENEVA, NY

Geneva Area Chamber of Commerce

OPTION 1: **CHAMBER E-CONNECTION NEWSLETTER ADVERTISING**

- **\$100.00 per month**
- Includes placement of member's advertisement in **monthly** e-Newsletter, *The Chamber Connection*
- Can include an image of a pre-made ad, or a supplied digital flyer for an upcoming event or promotional program, with optional web links.
- Must supply advertising materials (artwork files-jpeg, or document- PDF) and any requested links) by 15th of prior month to info@genevany.com
- Spaces available on first come, first serve basis

OPTION 2: **ADVERTISING COMBO (E-COMMUNICATIONS, SOCIAL MEDIA, & PRINTED DISPLAY)**

- **\$175.00 per month**
- Includes placement of member's advertisement in **monthly** e-Newsletter, *The Chamber Connection*
- Includes placement of member's advertisement in **additional e-blasts** and **communications** for upcoming events, news or reminders during that month
- Includes printed copies of member advertisement to use for display and distribution at the Chamber's office and downtown visitor center during that month
- Includes (2) featured posts on social media
- Spaces available on first come, first serve basis

Return on Investment: How our numbers = ROI for your business!



According to Constant Contact reporting data, updated in February 2020, the Industry Average Open Rate for Marketing and Advertising services is only 12.11%. While other Membership-based Organizations and Associations have an average of just 19.9% for their open rates, the Geneva Area Chamber of Commerce has proudly grown to an average Open Rate of 39% for all digital communications!

Detach this portion and return to: Geneva Area Chamber of Commerce P.O. Box 587 Geneva, NY 14456
Or fax to: 315.789.3993 or email info@genevany.com

Business Name: _____

Primary Contact Name: _____

Title: _____

Phone: _____

Email: _____

Address: _____

City: _____

Zip _____

Marketing Program Choice : (Please Circle One)

Option 1

Option 2

Program Dates Requested (Spaces are booked monthly): _____

Payment: (Please Circle One)

Enclosed

Credit Card

Signature: _____

Date: _____

FOR OFFICE USE ONLY: MONTH: _____

PAYMENT METHOD: _____

CHECK #: _____



GENEVA, NY

Geneva Area Chamber of Commerce

Want to see your ad here in our next newsletter or e-blast?
Keep reading to learn how your business can take advantage of the
Chamber's advertising opportunities



Do you have news you want to share on behalf of your business or organization? Or maybe an upcoming event or special you'd like to share with your fellow Chamber members? Take advantage of our Digital Marketing Program!



Put Your New Ad in Our E-Blasts & Monthly Newsletter

The Chamber continuously sees a consistent 30-32% open rate on all of its digital marketing communications, more than double the industry standard.

Take advantage of our successful email marketing campaigns by placing your upcoming ad in our weekly e-blasts and newsletters.

RESERVE YOUR AD SPOT

