



# Today's Dose

## Sponsorship Opportunities

In 2020 the North Country Chamber of Commerce upgraded their communication offering to a two times a week newsletter called "Today's Dose". This newsletter has quickly become the go to resource for our business community.

Because of this we want to extend a few advertising opportunities to our members to reach this incredibly engaged audiences. Below are a few statistics about the newsletter as well as opportunities that are available.

### Today's Dose Stats:

- Sent twice a week (Tuesday and Thursday)
- Sent to over 4,000 contacts
- Reached Clinton, Essex, Franklin, Warren, Hamilton and Akwesasne and Southern Quebec
- Average readership around 50%
- Click rate is 30%

### Below are three types of Programs being offered:

- **MEMBER SPOTLIGHT/Paid Content:** This will be the last article in each edition and can feature content showcasing a webinar, product or other information you would like to get out to our engaged audience. The article will also link to your website and email. (Specs available upon request)
  - **Availability/Cost:**
    - 1 issue placement
    - *\$200/placement*
- **SPONSORSHIP LOGO:** Your logo placed at the bottom of the newsletter and linked to your business' website for 2021. (There are only 4 spots for the year, we anticipate these will go quick.)
  - **Availability/Cost:**
    - 4 spots available (with non-competing businesses) logo will be featured for a year
    - 96 issues per year
    - *\$1,000/year*
- **SPONSORSHIP BANNER:** Your company's banner placed at the bottom of the newsletter and linked to your business' website. (1 spot available per quarter - 4 spots for the year)
  - **Availability/Cost:**
    - 1 spot available per quarter (your ad with run for three months)
    - 24 issues per advertising time frame
    - *\$1,250/quarter*



DATE

## today's DOSE

### Story #1

Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here.

[Visit our website](#)

### Story #2

Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here.

[Visit our website](#)

### Story #3

Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here.

[Visit our website](#)

MEMBER SPOTLIGHT/Paid Content



### PAID CONTENT: YOUR COMPANIES NAME AND STORY HERE

Sponsored Content -Your event, product or write-up will appear here and an Article

SPONSORSHIP BANNER



### QUICK LINKS:

- [Forward NY](#): Official State Website for opening procedures and guidelines.
- [NYS Travel Advisory](#): Stay up to date on the latest NYS Travel Advisory Updates.
- [Looking for Supplies](#): If your business is looking for hard to find protective products, we have created a list of businesses offering hand sanitizer, gloves, wipes, masks and other items.
- [SCORE](#): Small business owners are resilient and can power through this challenging time, with SCORE by their side.



To help the North Country reopen safely and meet the state and local mandates, [The North Country Chamber of Commerce](#) has created a comprehensive list of resources to navigate state and local requirements. Check out the home page for details. There is also a [series of webinars](#) available for businesses to help educate and provide answers to common questions.

[INFORMATION & RESOURCES](#)

### Thank you to our Sponsors!



SPONSORSHIP LOGO

### Divisions of the North Country Chamber of Commerce



Have Questions? We're here to help!

North Country Chamber of Commerce

518.563.1000

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[northcountrychamber.com](http://northcountrychamber.com)



# Examples of Sponsorship Placements

## Questions?

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