



ADVERTISING BENEFITS

MARKETING YOUR BUSINESS

**DISCOUNT
OF THE CENTURY**
Purchase an
Annual Agreement
& receive 1 out of 4
ads for FREE*

NEWSLETTER AND ONLINE ADVERTISING

Insight newsletter is a quarterly electronic publication that is emailed to 550+ member businesses and their employees. The full-color newsletter showcases the Chamber's many benefits of membership; local, state and federal advocacy initiatives; details on events and programming; and member's growth and spotlights. Be a part of this insightful publication by purchasing an advertisement on a quarterly or annual basis. The Insight newsletter is also posted electronically online at battlecreek.org.

NEWSLETTER RATES (ALL INCLUDE FULL COLOR)

1/8 page ad	\$200/quarter	3.658 in (w) x 2.375 in (h)
1/4 page ad	\$350/quarter	3.658 in (w) x 4.75 in (h)
1/2 page ad	\$500/quarter	7.5 in (w) x 4.75 in (h)
Full page	\$750/quarter	8 in (w) x 10.5 in (h)
Insert	\$650/quarter	8.5 in (w) x 11 in (h)
Insert (Client Supplied)	\$550/quarter	Already Printed

WEBSITE RATES (BATTLECREEK.ORG)

Web Banner	\$350/quarter	268 (w) x 300 (h) pixels
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MEMBER 2 MEMBER (M2M) DISCOUNT PROGRAM

Member benefits offered by Chamber members for Chamber members. The M2M Discount Program encourages member businesses to prefer other members when making buying decisions. Opportunities are valid for both corporate and personal purchases with a list of participating businesses promoted at battlecreek.org. This FREE benefit brings Chamber members together to increase business opportunities in a cost-effective manner. For more information and application on M2M, visit battlecreek.org.

*Offer valid through, and paid in-full by, December 31, 2020.
Membership must be in good-standing with the Battle Creek Area Chamber of Commerce.

One Riverwalk Centre
34 W. Jackson St., Suite 3A
Battle Creek, MI 49017
P 269.962.4076 | F 269.962.6309
battlecreek.org



ADVERTISING BENEFITS

CONTINUED

TUESDAY TIDBITS AND EBLASTS

Your Chamber sends out weekly eBlasts, Tuesday's Tidbits, with the opportunity for your business to sponsor advertising on a quarterly basis. Tuesday's Tidbits offers 4 different ad types with 8-10 spaces available per issue. Each quarterly sponsorship runs for 12 installments (1x week, 3 months). Sponsorships can be doubled up creating a larger advertising canvas if desired.

The Chamber's eBlasts are sent on behalf of members to 2,100+ inboxes of business owners, managers and professionals every week. Your Chamber membership provides access and visibility to the most exclusive target market in the Greater Battle Creek Area at affordable rates.

SPONSORSHIPS

Primary	\$425/quarter	600 (w) x 200 (h) pixels
Space featured front and center (top of Tuesday's Tidbit) offering one of the largest space areas		
Secondary	\$350/quarter	336 (w) x 280 (h) pixels
Space featured alongside our main articles which is great for advertising seasonal deals		
Banner	\$175/quarter	728 (w) x 90 (h) pixels
Banner ads run through Tuesday's Tidbits and are perfect for hyperlinking YOUR business' website		
Closing	\$225/quarter	600 (w) x 200 (h) pixels
Leave behind a lasting impression with readers as they browse through weekly newsletters		

eBLAST COMMUNICATION

\$60	one-time/quarter
\$240	annual agreement

CONTACT:
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DIRECTOR OF MARKETING &
COMMUNICATIONS

BATTLE CREEK AREA
CHAMBER OF COMMERCE

BBEERS@BATTLECREEK.ORG
269.962.4076

SAVE ANNUAL ADVERTISING AGREEMENT

10% discount offered on all advertising opportunities with annual agreement.



BATTLE CREEK AREA
CHAMBER
OF COMMERCE
ACCREDITED
★ ★ ★ ★ ★