

24 Harbor Loop, Gloucester MA 01930 | 978-283-1601
capeannchamber.com | capeannvacations.com | rockportusa.com

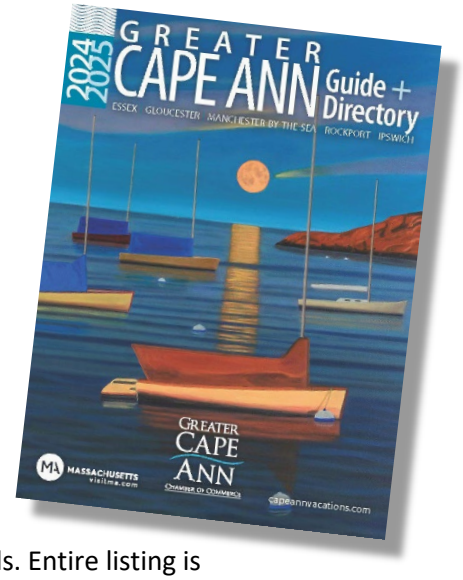
2025 PUBLICATIONS

Opportunities in Printed Materials

Greater Cape Ann Guide & Membership Directory

The Greater Cape Ann Guide and Directory provides local businesses with a powerful promotional tool. Laid out in a magazine style with over 100 pages, the Guide is a beautiful piece for visitors and locals to enjoy and refer to for business information and event listings. The Guide features the year's calendar of major community events, informative and fun articles on our five communities and the people that make them so amazing, intuitive maps and transportation information, and first-rate photography. With business and services arranged categorically, the Guide provides quick location and information on businesses, restaurants, hotels, and activities. The Guide is also popular as an online, digital flipbook and includes live links from your display ad to your website.

75,000 copies distributed annually. Primary distribution sites include:



- Major local retail & grocery stores
- Hotels & guest rooms on Cape Ann
- Area restaurants and attractions
- All Visitor Centers on Cape Ann plus Rt. 128 in Beverly and Salisbury Visitor Center on I-95
- Boston hotels, Upstate New York, Western MA, Maine thruways.
- Inserts in local papers
- Local town offices & libraries
- Mailed upon request to hundreds of visitors around the country

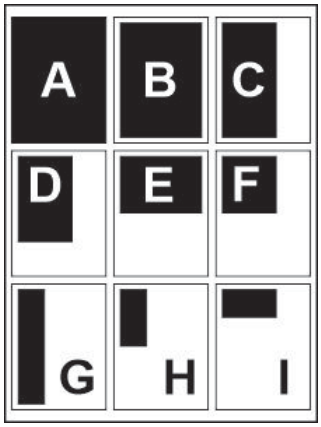
Business Listings

Standard Listing (FREE for members): Includes one primary category, business name, address, phone, email, and website.
Enhanced Listing ($150): Includes Standard Listing plus up to 15 additional words. Entire listing is highlighted.
Additional Categories ($100 per additional category): Business may appear in up to 3 additional categories.
Grid Listing ($150 each): Available for Accommodations, Restaurants, and Weddings & Events.

Display Advertising

All display ads include a Highlighted Listing

Display Ad Type	Size	Price
2-Page Spread	16.75 x 11.125 in.	$5,450
A - Full Page Bleed	8.375 x 11.125 in.	$3,410
B - Full Page	7 x 9.875 in.	$3,410
C - 2/3 Page Vertical	4.625 x 9.875 in.	$2,530
D - 1/2 Page Vertical	4.625 x 7.375 in.	$2,035
E - 1/2 Page Horizontal	7 x 4.875 in.	$2,035
F - 1/3 Page Square	4.625 x 4.875 in.	$1,490
G - 1/3 Page Vertical	2.25 x 9.875 in.	$1,490
H - 1/6 Page Vertical	2.25 x 4.875 in.	$970
I - 1/6 Page Horizontal	4.625 x 2.375 in.	$970
Community Co-op Ads	3.5 x 2 in.	$350
	3.375 x 1.75 in. (Essex Only)	

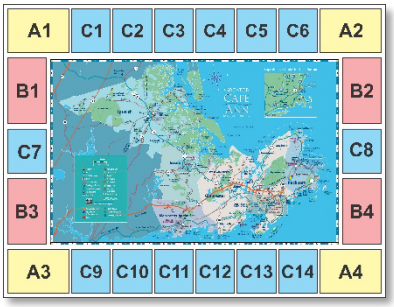


Please call for Specialty Locations and Guaranteed Ad Placement.

2025 PUBLICATIONS

Opportunities in Printed Materials

Greater Cape Ann Map & Area Attractions



The beautifully designed Greater Cape Ann Map provides business listings and display ad options. 110,000 copies are printed and distributed throughout Cape Ann and beyond. Also available as a digital copy on all Chamber related websites.

Business Listings

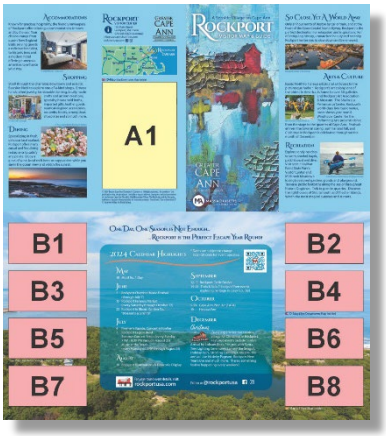
Standard Listing ($300): Includes one primary category, business name, address, phone, email, and website.
Enhanced Listing ($600): Includes Standard Listing plus up to 15 additional words. Entire listing is highlighted.



Display Advertising

All display ads include a standard listing.
A1 – A6 ($1,730)**:** Large Horizontal (3.8 x 2.7 in.)
B1 – B4 ($1,730)**:** Large Vertical (2.4 x 4.05 in.)
C1 – C14 ($1,160): Standard Vertical (2.4 x 2.7 in.)
Premium Display Ads ($2,310)
P1 (3.5 x 3.0 in.)
P2 (3.0 x 2.5 in.)

Rockport Visitor Map and Guide



Full color Rockport map includes highlights of Rockport, calendar of events, and display ads. 75,000 copies printed and distributed throughout Cape Ann and beyond. Also available as a PDF online.

Business Listings

Standard Listing ($175 members | $275 non-members): Includes one primary category, business name, address, phone, email, and website.
Enhanced Listing ($275 members | $375 non-members): Includes Standard Listing plus up to 15 additional words. Entire listing is highlighted.



Display Advertising (for members only)

All display ads include a standard listing.
A1 ($1,200)**:** Premium Ad back cover (3.25 x 4.625 in.)
A2 – A3 ($1,200)**:** Premium Ad (3.375 x 4.75 in.)
B1 – B8 ($750)**:** Standard Ad (3.375 x 1.75 in.)

2025 SOUNDINGS & PAID EBLASTS

Weekly eNewsletter



SOUNDINGS Newsletters

Every week, the Greater Cape Ann Chamber of Commerce publishes **SOUNDINGS**, an email newsletter sent to over 1,500 subscribers.

- On Wednesdays, **SOUNDINGS Events** highlights Chamber, member, and community events for the upcoming week.
- On the first Tuesday of the month, **SOUNDINGS Business** includes a recap of Chamber events for the past month, reports from the President and various committees, and more. It also highlights Chamber, member and community news, helpful business resources, shop local specials, job postings, and more.



Three advertising opportunities are available for members**. All ads will be included in at least 5 SOUNDINGS eNewsletters every month**. All ads include a link to your website or social media page.

Ad Specifications and Restrictions

1) **Premium Full Width Display Ad**, located between the Chamber News & Events and the Member News & Events. The dimensions for this ad are **600 x 300 pixels**. Cost is **$250/month**. (*Limited to one advertiser at a time, 2-month maximum per contract period.*)
2) **Half Width Square Display Ad**, to be published at the top of the Soundings Sponsors section. The dimensions of this ad are **300 x 300 pixels**. Cost is **$125/month**.
3) **Business Card Display Ad**, to be published in the Soundings Sponsors section. The dimensions of this ad are **300 x 175 pixels**. Cost is **$75/month**.

Paid Member eBlasts

The Greater Cape Ann Chamber now offers members the opportunity to reserve space in a once weekly advertising eblast to our mailing list, to be sent on Monday each week. The paid eblast is limited to one advertiser per week**. The cost per eblast is $199**. Members may book a maximum of one paid eblast every two months.



- Ads must be images (no text ads). Acceptable file formats are JPG or PNG files at 300 DPI
- **Ad Size**:
  - Width: 600 pixels
  - Height: 300 to 900 pixels
- **Artwork Due Date**: 5 days before the scheduled eblast (i.e., Wednesday prior)
- **Only the Subject Line may be customized**. Preview line is not available for customization.

WEBSITE ADVERTISING

CapeAnnChamber.com | CapeAnnVacations.com | RockportUSA.com

The Greater Cape Ann Chamber offers members to opportunity to advertise on one, two or all three of our unique websites to promote their business. Together these websites generate over 500,000 page views annually around the world.

CapeAnnVacations.com

New website introductory rates for 2025!

Marquee Banner Ad: (728 x 90 px.)

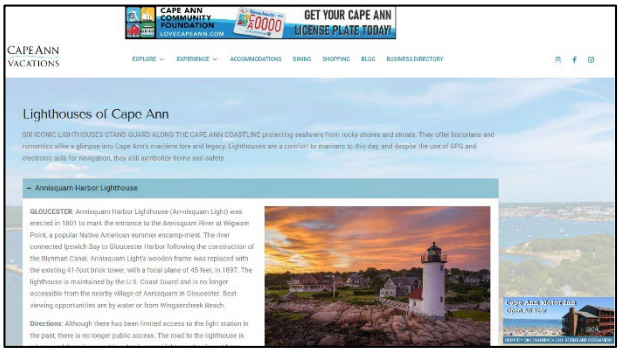
- "Sticky" ad at top location all standard pages
- Ads automatically rotate
- $400 per month

Premium Banner Ad: (300 x 250 px.)

- All standard pages except the homepage
- Ads automatically rotate
- $250 per month

Standard Banner Ad: (300 x 125 px.)

- All standard pages except the homepage
- Ads automatically rotate
- 3 Months: $350
- 6 Months: $500 (savings of $200)
- 12 Months: $800 (savings of $600)



RockportUSA.com

New formats for 2025!

Marquee Banner Ad: (728 x 90 px.)

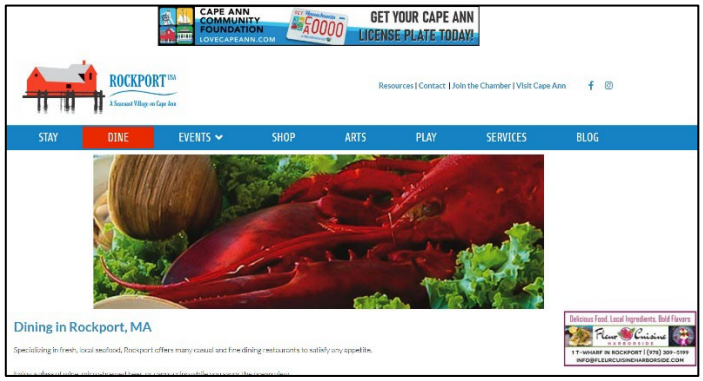
- "Sticky" ad at top location all standard pages
- Ads automatically rotate
- $750 per month

Premium Banner Ad: (300 x 250 px.)

- All standard pages except the homepage
- Ads automatically rotate
- $500 per month

Standard Banner Ad: (300 x 125 px.)

- All standard pages except the homepage
- Ads automatically rotate
- 3 Months: $500
- 6 Months: $750 (savings of $250)
- 12 Months: $1,250 (savings of $750)

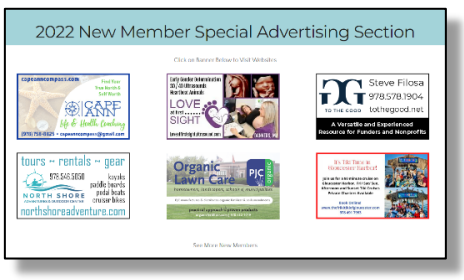


CapeAnnChamber.com

Homepage Advertising (300 x 125 px.)

- 3 Months: $500
- 6 Months: $750 (savings of $250)

12 Months: $1,250 (savings of $750)



2025 SPONSORSHIP OPPORTUNITIES

Exposure at Our Signature Events

	**Annual Dinner:** The Chamber's way to kick-off the new year, held at an upscale venue and attended by 200+ guests. This is a fantastic opportunity to promote your business in front of many area business owners, senior business leaders, and local, city, and state elected officials. (Late January)
	**Economic Outlook Breakfast:** This well-attended event is an opportunity for Chamber members to hear from an esteemed speaker on the state of the Commonwealth and the economic prospects for the coming year. It offers a great chance to spotlight your organization. (Late February or Early March)
	**Irish Sweepstakes:** This is one of the most exciting and fun filled events on greater Cape Ann with a total of $20,000 cash given away - including one Grand Prize of $10,000! The Irish Sweepstakes also features a 50/50 raffle, a traditional Irish food, and more! (Mid March)
	**Rockport Motif No. 1 Day:** Join us for Motif No.1 Day to celebrate Rockport's unique artist destination with a seaside and fishing culture featuring the famed fishing shack, which for generations has been a favorite subject for painters and photographers. (Mid May)
	**Swing into Spring:** Swing into Spring is a learn & play golf event for women. All levels of golfers come to learn to play or improve upon their golf game, which is so important for doing business on the course. Proceeds from the event go towards the Carolyn M. O'Connor Scholarship Fund. (Early May)
	**Business Education Golf Tournament:** Played at the Bass Rocks Golf Club and typically attended by over 100 Chamber members and guests. These are some of our most highly sought-after sponsorship opportunities. Proceeds from this event help fund our six college scholarships – a great way to help our local youth become successful businesspeople! (Mid to Late May)
	**Small Business Week:** Celebrate the achievements of greater Cape Ann's small business entrepreneurs and their employees by saluting their contributions to the economic vitality and community life on Cape Ann. Small Businesspersons of the year are chosen for and honored in each greater Cape Ann community. The highlight event is a combined celebratory dinner for all five communities. (Mid June)
	**Gloucester Block Parties:** Three popular summer events that celebrate all that downtown Gloucester has to offer. Guests enjoy three stages of live music, street performers, family friendly activities, contests, games, food vendors, and more! (July, August, September)

2025 SPONSORSHIP OPPORTUNITIES

Exposure at Our Signature Events

	Gloucester Waterfront Festival: As the largest event on Cape Ann, more than 175 juried artists and craftsmen from throughout the United States come to Gloucester for this festival, now in its 43rd year. Live music, unique creations and delicious food will highlight the two-day event. (Mid-August)
	Blackburn Brew Fest: The Blackburn Brew Fest is back for its second year after a tremendously successful first year in 2022. With nearly 30 breweries in attendance, live music, and food vendors, over 1000 people enjoyed a beautiful day at Stage Fort Park. (Mid-September)
	$25K Game: Every October, the Chamber hosts the premier giveaway night on greater Cape Ann where $25,000 is given away, including a grand prize of $10,000! Only 500 tickets are sold so odds of winning one of the twelve prizes is high! (Late September)
	Rockport's Harvest Fest: Harvest Fest, all-day family friendly event throughout downtown Rockport, features live music, delicious local food, children's activities, an apple pie bake off, and more. This cherished community event attracts both residents and visitors alike to explore the autumn allure in a beautiful coastal setting. (Mid October)
	Essex ClamFest: This annual event has everything this small town is known for, including: arts and crafts, craft beer, food vendors, kids activities, live music, and of course, the ever popular Clam Chowder Competition. Over 1,500 people are expected to attend in 2025 with more than half tasting the best of the best. (Mid October)
	Annual Fundraising Auction: The Chamber's biggest fundraiser! With over 200 attendees, the auction is one of the largest on the North Shore. This is a wonderful way to support the organization and help build stronger greater Cape Ann Businesses and the community. (Late November)
	Holiday Events: Celebrations throughout our five communities, including Christmas in Rockport, Christmas-by-the-Sea in Manchester, Mistletoe Madness (new in 2024), and Chamber Division Holiday Parties. Special events include tree lightings, Santa's arrival, holiday strolls, holiday shopping events, Menorah lightings, and more.
	Chamber Networking Events: From Coffee & Connections, Business After Hours, Businesswomen's Mixers, and a variety of seminars and workshops, there are plenty of events to choose from to market your business.

For most events, we offer sponsorships at varying levels and costs. Please contact Michelle Pepin at michelle@capeannchamber.com for more information on individual event sponsorships.

2025 PIVOTAL PARTNERS

Customized Sponsorship Package for Highest Visibility















The Greater Cape Ann Chamber of Commerce offers a Pivotal Partnership Program to member businesses. As a Pivotal Partner, your business will receive continuous visibility in the greater Cape Ann community throughout the year and will be recognized as a business and community leader where your support will directly benefit specific Chamber initiatives as well as generically support the Chamber's robust program of work. Further, membership benefits are extended to all employees (e.g., admittance to Chamber events at membership discounted rates, local business discounts, weekly updates on local events). The visibility and consistency of your business being in front of Chamber members, and the greater Cape Ann community at-large, is created through a customized selection of event sponsorships and levels.