Greater Riverside Chambers of Commerce

MEDIA KIT 2023



2023 MEDIA KIT

Greater Riverside Chambers of Commerce

REACH FURTHER WITH THE CHAMBER

Partnering with the Chamber is an investment into the visibility and branding of your business. Your business will be noticed by a niche audience of small businesses, large organizations, local elected officials, and community leaders.

The Chamber provides a number of advertising options for members ranging from digital to print in a variety of price point to meet any need.

SOCIAL MEDIA

~7,000 followers

1,000 followers

>1,000 followers

ONLINE

1.3 million visitors *(annually)*
2.5 million hits *(annually)*

~5,000 email contacts

IN PERSON

2,100 readers *(monthly)*

>14, 000 connections *(annually)*

EMAIL REACH

4,900 email contacts

Chamber Communicator:
Distributed weekly; 34% open rate; 2% click rate

All emails:
Distributed 3-5 times a week; 32% open rate; 1.3% click rate

(industry averages: 28% open rate; 1.8% click rate)

CONNECTIONS

Exposure to approximately 1,100 businesses in the Greater Riverside area

220 hosted programs annually

Refreshed and revitalized Chamber website, www.riverside-chamber.com

Daily office walk-ins and boardroom rentals

EMILY CUNARD | COMMUNICATIONS MANAGER
(951) 683-7100 | ecunard@riverside-chamber.com

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Greater Riverside Chambers of Commerce

GREATER RIVERSIDE BUSINESS

The *Greater Riverside Business* is a monthly printed publication highlighting the top news, opportunities, and community issues impacting Riverside businesses. Distributed to an active readership of over 2,000 local business leaders, officials, and community partners, the *Greater Riverside Business* creates an advertising platform to enhance recognition amongst leaders and businesses driving the regional economy.

Over two thousand copies mailed to leaders the first week of each month

Shared on the Chamber's social media platforms, website, and email lists

Multiple advertising opportunities available, print and inserts



Chamber Lays Out Legislative Platform
See page 3

Riverside Job Fair Bolsters Workforce
See page 5

Position Your Business for Success
See page 5

GREATER RIVERSIDE BUSINESS

FEBRUARY 2023

Volume 42, Number 2

'The Chamber...building a stronger local economy'

Chamber Members Count!

What do you consider the top priorities for sustaining Riverside County's recent growth?
(Rank from highest to lowest)

1. Invest in Infrastructure (Roads, Power, Water, Housing, etc.)
2. Improving Ease of Business Development
3. Creation of Skilled Workers through Education Partnerships
4. Focus on Talent Retention
5. Access to Business Resources
6. Other

Each month, the Chamber helps build a stronger local economy through surveying its membership.

GRB Inside Highlights

Chair's Column 2
Governmental Affairs 3
New Members 9

www.riverside-chamber.com

Mayor Lock Dawson Outlines "Riverside by Design" for Future Greatness

Economic growth, homelessness, and community involvement are focal points for Riverside's future

Riverside Mayor Patricia Lock Dawson delivered her first in-person State of the City Address, focusing on priorities such as business growth, and quality of life.

City Council Seeks Additional Time for Underground Power Connection

Chamber urges efficient completion of second connection

Riverside City Council approves eight months to seek funding for underground expansion of RTRP.

Chamber Honors Dell Roberts for Life of Leadership

Leaders celebrate at Inaugural Celebration

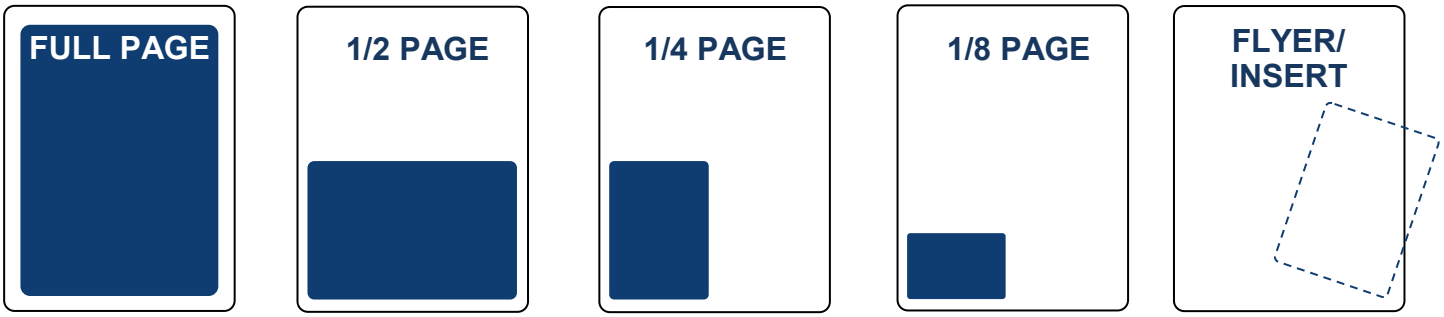
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GREATER RIVERSIDE CHAMBERS OF COMMERCE

GREATER RIVERSIDE BUSINESS

2023 PRINT RATES

Rates are per placement, with a lower rate if you book for a quarter of the year or more.



PLACEMENT	DIMENSIONS (WxH)	1 X RATE	3 X RATE	6 X RATE	12 X RATE
Full Page	10.5” x 15.125”	$1,150	$1,075	$1,025	$920
1/2 Page	10.5” X 7.5”	$650	$615	$575	$525
1/4 Page (vertical)	5.125” X 7.5”	$390	$375	$340	$310
1/8 page	5.125” X 3.625”	$250	$230	$210	$190
Inserts (you print)	8.5” X 11”	$375	$340	$300	$275
Back Page	10.5” X 15.125”	$1,485	$1,395	$1,345	$1,210

DEADLINES & SUBMITTING ADS

All ads are due to the Chamber’s Communications Manager by the contracted deadline. All inserts are due to be delivered to the Chamber office (3985 University Ave. Riverside) by the 20th of the month.

A signed contract is required to reserve advertising space. Contact Patricia Fierro at (951) 683-7100 Ext. 224 for availability and placement.

Deadlines are subject to change as needed.

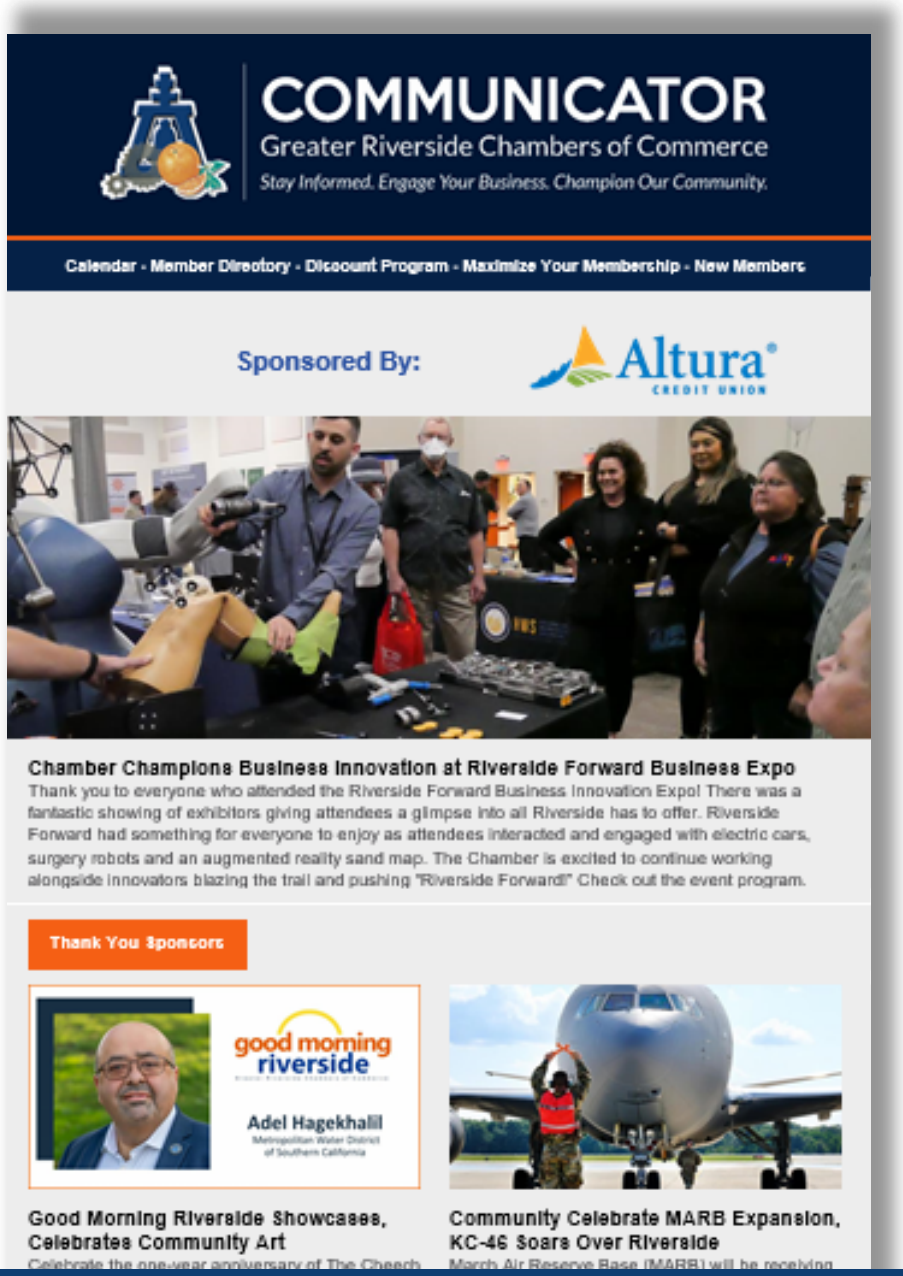
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CHAMBER COMMUNICATOR

The *Chamber Communicator* is a weekly e-newsletter and one of the Chamber's most opened emails with relevant and timely content directly relating to businesses. As the singular advertiser each week, your business will receive the opportunity to share advertorial content, image, landing page, and logo recognition. This email is sent every Monday afternoon* to over 4,000 subscribers and posted to the Chamber's social media platforms.

- Sent directly to >4,000 online readers each week
- #1 Signature sponsor each week, ad opportunity limited to one business each issue
- $ Affordable exposure for your business to over 1,100 local businesses
- Shared across multiple Chamber social media platforms

*subject to Chamber holiday schedules



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GREATER RIVERSIDE CHAMBERS OF COMMERCE

RIVERSIDE-CHAMBER.COM

The Chamber's website, riverside-chamber.com, generates thousands of visitors each month. The website garners visits from members, business leaders, visitors, and local Riversiders.

Newly designed and optimized for user navigation the Chamber website provides increased visibility for your business, products, and services. The rotating ad space allows advertisers to change designs each month.



Ads receive over 8,000 clicks annually

LOBBY DISPLAY



The newest member opportunity offered by the Chamber! Share your business daily in the Chamber lobby.

Seen by hundreds annually, the rotating ad space is featured prominently each day and is seen by community members, meeting attendees, and daily walk-ins.

The Chamber lobby is utilized by Chamber members, the Inland Empire Small Business Development Center, and Women's Business Center.

Seen by ~ 70 members, community leaders, and visitors each month

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Greater Riverside Chambers of Commerce

DIGITAL ADVERTISING PRICES

CHAMBER COMMUNICATOR

Rates are per placement and must be paid prior to insertion.

REQUIREMENTS	RATE/WEEK	RECENT EDITIONS (click date to view)	AD DUE
• SQUARE IMAGE • 70 WORD ADVERTORIAL • ONLINE LANDING PAGE • PNG TRANSPARENT LOGO	$175	JUNE 26 MAY 15 APRIL 24	ONE (1) WEEK BEFORE EACH RUN

WEBSITE ADVERTISING

Rates are per month and must be paid prior to insertion.

REQUIREMENTS	RATE/MONTH	AD DUE
8.3"W X .84"H GRAPHIC LANDING PAGE	$200	BY THE FIRST OF THE MONTH

LOBBY ADVERTISING

Rates are per month and must be paid prior to insertion.

REQUIREMENTS	RATE/MONTH	AD DUE
13.3"W x 7.5"H GRAPHIC	$200	BY THE FIRST OF THE MONTH

SUBMITTING ADS

All ads are due to the Chamber's Communications Manager by the first of each month. Ads can be emailed to ecunard@riverside-chamber.com. Email all required advertising elements (listed above) by the due date to ensure prompt placement.

A signed contract is required to reserve advertising space. Contact Emily Cunard at ecunard@riverside-chamber.com or call (951) 683-7100 Ext. 227 for availability and more information.

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