



# 2024 GBCC Digital Marketing Guide



**GREATER BETHESDA**  
CHAMBER *of* COMMERCE

Better business. Stronger community.



3,000+ average  
monthly unique  
visitors to our  
website



5k+ subscribers to  
our newsletter  
with an over 40%  
open rate



Over 10,000  
followers and  
counting on Social  
Media



# EMAIL ADVERTISING

**Our members can market and promote their business via email in three formats: in our monthly MemberWatch newsletter, our weekly ChamberWatch Newsletter or in a stand-alone email.**

**All ads are subject to aproval of GBCC Staff.**

**All payments must be received in full prior to publication.**

## MemberWatch

MemberWatch is your go-to news letter to learn about all the exciting events and services our members have to offer. MemberWatch is published the first Thursday of every month. Ads appear top-to-bottom in the email on a first-come-first served basis.

Ads must be received in .png or .jpeg format. Ads are acceptable up to 8.5x11 in (flyer format). and will be sized to fit newsletter.

Ads must be received one week prior to publication.

**As a member benefit, each GBCC Member receives one (1) FREE ad per calendar year**

## ChamberWatch

ChamberWatch is GBCC's Weekly Newsletter, reaching 5,000+ in-boxes every Tuesday at 7:00 am and offering excellent visibility with an enviable open-rate above 40%.

Ads must be received in .png or .jpeg format and can be reserved up to 4 weeks in advance. Ads are acceptable up to 8.5 x 11 in. (flyer format) and will be sized to fit newsletter. you may include up to 2 links (email or website).

Ads must be received the Thursday before publication.

**Cost: \$100 per week**

## Stand-Alone Email

E-blasts, limited to two total per month, are sent to our entire email list on a Wednesday or Thursday. The same company cannot book consecutive ads; there must be a space of one month between ads, though they may be secured up to 4 months in advance.

**Cost: \$1,000 per email**

**Contact Clarissa Harris for more information on email advertising**

**[charris@greaterbethesda-chamber.org](mailto:charris@greaterbethesda-chamber.org)**

# WEBSITE ADVERTISING

We offer two styles of ads on our website; a top banner ad and a box on the right side of the page.

**728 x 90** Placement: directly under header.

We are able to place your ad on a web page of your choice or rotate on a per week or per month basis. Contact us for special pricing on Landing Pages.

\$500 per placement for 90 days

**300 x 250**

Placement: adjacent to upcoming events.

## Informational Marketing Spotlights

### GBCC Blog

Publishing a blog post with GBCC is opportunity to share useful community, cultural or practical information with your fellow members. Guest blogs should avoid self-promotion, event promotion, link building and repetitive content. GBCC reserves the right to edit blogs for content and/or refuse topics that do not meet our metrics and standards.

<https://www.greaterbethesdachamber.org/blog>

**Contact Clarissa Harris for more information on  
website advertising and informational spotlights  
[charris@greaterbethesdachamber.org](mailto:charris@greaterbethesdachamber.org)**