



ADVERTISING IN 2023

Automatic

- Business listing in online and printed membership directory
- (New Members) Announcement in e-newsletter, website, and social media

Free to all Members (*Just ask!*)

- Post sharing on social media
- Staff member referral service
- Ribbon Cutting + promotion (must be a new business)
- Write a post for the Chamber's blog
- Post a job on www.mtairyncchamber.org

Paid Advertising Options (see following pages)

- Event Sponsorships
- Website Ads (www.mtairyncchamber.org)
- Email Blasts

QUESTIONS? READY TO ADVERTISE?

Contact Chamber Marketing Director, Mallory Smith at mallory@mtairyncchamber.org

PAID ADVERTISING

Event Sponsorship

Sponsorship packages and prices vary from event to event. For details on each event's sponsorship packages, go to the Events Calendar on www.mtairyncchamber.org or contact Events Director, Jordon Edwards via jordon@mtairyncchamber.org.

Website Ads

- www.mtairyncchamber.org
- High traffic website
- Viewed by business owners, community members, community prospects, and tourists
- Ads are clickable and trackable
- Reports can be produced when requested
- Website ads on the Chamber of Commerce's website creates a positive and professional brand message for your business

Option 1

Premium Chamber Website Ad 1 (Exclusive / 1 Available)

Location: Home, mid-page

Size: Full-width, banner

Content: logo, phone, website, background image of your choice

Click Destination: your website

Duration: 1 year from payment

Price: \$1300

Option 2

Premium Chamber Website Ad 2 (3 Available)

Location: Secondary page, mid-page

Size: Full-width, banner

Content: logo, phone, website, background image of your choice

Click Destination: your website

Duration: 1 year from payment

Price: \$1000

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Website Ads (continued)

Option 3

Small Website Ad 1 (8 Available)

Location: Home, mid-bottom-page

Size: ~200 pixels

Content: logo, phone or website

Click Destination: your online Chamber of Commerce listing

Duration: 1 year from payment

Price: \$200

Option 4

Small Website Ad 2 (16 Available)

Location: Secondary page, mid-bottom-page

Size: ~200 pixels

Content: logo, phone or website

Click Destination: your online Chamber of Commerce listing

Duration: 1 year from payment

Price: \$150

Email Blasts

- An individual email specific to your business/organization
- You choose/create the contents and approve each draft until satisfied
- Sent via the Greater Mount Airy Chamber of Commerce's Constant Contact account w/ above average open rate: 30%-36%
- ~2000 contacts comprised of business owners, community members, public subscribers, and Chamber members
- Price per email: \$100

To get started:

- Compose a new email to Chamber Marketing Director, Mallory Smith, mallory@mtairyncchamber.org
- Include a few dates that you prefer the email to be sent on. *At least 1-week notice is required. Dates are subject to approval by Chamber Marketing Director.*
- Attach all images, text, and website links for the email. Pre-designed .jpeg or .pdf flyers are recommended.
- Include your preferred email Subject Line
- Send your email to the Marketing Director and she will get back to you as soon as possible with further communications.