

# Featured Member Marketing Program: Digital Communications

★ 2019 Advertising Options ★



GENEVA, NY

Geneva Area Chamber of Commerce



## OPTION 1: CHAMBER E-CONNECTION NEWSLETTER ADVERTISING

- \$100.00 per month
- Includes placement of member's advertisement in monthly e-Newsletter, *The Chamber Connection*
- Can include an image of a pre-made ad, or a supplied digital flyer for an upcoming event or promotional program, with optional web links.
- Must supply advertising materials (artwork files- jpeg, or document- PDF) and any requested links) by 15th of prior month to info@genevany.com
- Spaces available on first come, first serve basis

## OPTION 2: ADVERTISING COMBO (E-COMMUNICATIONS, SOCIAL MEDIA, & PRINTED DISPLAY )

- \$175.00 per month
- Includes placement of member's advertisement in monthly e-Newsletter, *The Chamber Connection*
- Includes placement of member's advertisement in additional e-blasts and communications for upcoming events, news or reminders during that month
- Includes printed copies of member advertisement to use for display and distribution at the Chamber's office and downtown visitor center during that month
- Includes (2) featured posts on social media
- Spaces available on first come, first serve basis

### Return on Investment– How our numbers = ROI for your business!



According to Constant Contact reporting data, updated in May 2018, the Industry Average Open Rate for Marketing and Advertising services is only 11.22%. While other Membership-based Organizations and Associations have an average of just 25.28% for their open rates, **the Geneva Area Chamber of Commerce has proudly maintained an average Open Rate of 30-32% for all digital communications, over the last 3+ years!**

Detach this portion and return to: Geneva Area Chamber of Commerce P.O. Box 587 Geneva, NY 14456  
Or fax to: 315.789.3993 or email info@genevany.com

Business Name: \_\_\_\_\_ Primary Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Marketing Program Choice : (Please Circle One)  Option 1  Option 2

Program Dates Requested (Spaces are booked monthly): \_\_\_\_\_

Payment: (Please Circle One)  Enclosed  Credit Card

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

FOR OFFICE USE ONLY: MONTH: \_\_\_\_\_ PAYMENT METHOD: \_\_\_\_\_ CHECK #: \_\_\_\_\_