
Proposed Advertising Packages

The Chamber has created the following advertising packages to help members streamline their promotional campaigns at a discounted rate. Members can either:

1. Build an advertising package based on the high demand ad options;
2. Choose a pre-packaged thematic ad campaign; or
3. Select individual ad options a la cart.

Choose the advertising opportunity that works best for you and your business.

1. Build Your Own Package – \$400

Choose 3 of the 5 following Chamber promotional opportunities to build your own custom advertising campaign:

- 3 month tile ad on www.laconia-weirs.org (\$75)
- 6 month business card ad in the *Scot's Piper* newsletter (\$210)
- Business card ad in the Membership Directory & Buyer's Guide (\$225)
- E-Newsletter (Weekly) Sponsor for 4 weeks (\$60)
- 2 month insert in the *Scot's Piper* newsletter (\$250)

2. Choose a Pre-packaged Thematic Campaign*

Package A – Corporate Business Scheme – \$425

Website, <http://www.laurinburgchamber.com/>

Tile ad for a 6 month period

Membership Directory & Buyer's Guide
1/3 pg (3-3/8" x 2-5/8") black/white ad

Scot's Piper Newsletter
Business card, black/white ad for 3 months

Package B – Small Business Scheme – \$310




Website, <http://www.laurinburgchamber.com/> for a 6 month period

Scot's Piper Newsletter
¼ pg, black/white ad for 1 month

Chamber *E-Newsletter*
Sponsor for 4 weeks (not required to be done in succession)

*No substitutions

3. A La Cart Advertising Opportunities*

Publication		Ad Specs	Price		
Chamber News <i>monthly newsletter</i> 	400 printed: direct mail to membership & state officials; electronically sent to Chamber e-mail distribution list (500+) and posted on the website	1/2 pg vertical			
			1x	\$230	<input type="checkbox"/>
			6x	\$205	<input type="checkbox"/>
			12x	\$180	<input type="checkbox"/>
			1/2 pg horizontal		
			1x	\$230	<input type="checkbox"/>
			6x	\$205	<input type="checkbox"/>
			12x	\$180	<input type="checkbox"/>
			1/4 pg		
			1x	\$125	<input type="checkbox"/>
			6x	\$110	<input type="checkbox"/>
			12x	\$100	<input type="checkbox"/>
			1/8 pg business card		
			1x	\$40	<input type="checkbox"/>
			6x	\$35	<input type="checkbox"/>
	12x	\$25	<input type="checkbox"/>		
	Full pg insert 8-1/2" x 11"				
	for-profit	\$125	<input type="checkbox"/>		
	non-profit	\$100	<input type="checkbox"/>		
Membership Directory <i>annual publication</i> 	500 to membership and general public	Back Cover full color	\$400	<input type="checkbox"/>	
		Inside Cover	\$320	<input type="checkbox"/>	
		Full pg	\$240	<input type="checkbox"/>	
		1/2 pg	\$180	<input type="checkbox"/>	
		1/3 pg	\$140	<input type="checkbox"/>	
		Business card	\$112	<input type="checkbox"/>	
		Alpha Banner Ad	\$80	<input type="checkbox"/>	
		Website 	www.laurinburgchamber.com	Tile ad	
	3 months			\$75	<input type="checkbox"/>
	6 months			\$125	<input type="checkbox"/>
	9 months			\$200	<input type="checkbox"/>
	12 months			\$275	<input type="checkbox"/>

*Other options are available