

Take advantage advanced of our new Web Advertising Features at a fraction of the cost of other advertising!

There are 4 ways to advertise on the new Caldwell County Website and enhance your online listing. Something to fit every advertising budget with the ability to edit your listing as often as you like. Help us market you by taking advantage of advertising with us. We route every phone call, every visitor, every new member and every member to our online listing when inquiring about a member and their services.

**By enhancing your presence on our website,
it will better help us help you!**

Select an option below, or scroll down the page, to learn more.

Enhanced Member Listing... \$240/year

As a member, you automatically have basic placement in our online directory. With an Enhanced Listing your company's information will be more visible than basic listings, as it will appear above any basic listings. In addition to more options within your member page, you have an option to add a logo, map link, and detailed information to the search page listings as well as a much more detailed description and ability to link to pages on your current website. You can also include unlimited pictures and videos to help describe your business and/or services offered. This *can be changed and edited as often as you like* to include updated information, representatives, pictures and links to keep your listing current.

Category Directory Ad... \$200/year

Imagine being the first company a user sees when looking for a specific type of product or service. With the Category Directory Ad, your banner will be displayed on specific categories within the online directory. For example, if your business is listed within the "Insurance" category, any user looking specifically at the Insurance category page will see your ad at the top. This ad can link to your current website, have graphics and can be changed two times in a calendar year without an additional fee.

Premier Directory Ad... \$300/year

The online directory is the second most visited webpage on the chamber's website, next to the homepage. The Premier Directory Ad places your banner on the primary pages within the directory as well as the landing page for the information and registration of events. This is just like having your business on the front page of the phone book! This includes the directory landing page, search pages events page, job postings and more!

Website Footer Ad... \$350/year

The website footer is a location that is visible on ALL chamber website pages. This increases your visibility to users visiting the Chamber's website for visitor information, business resources, events, news, etc.

First let's review the free basic listing you receive as a member:

Every member receives a basic listing in our online directory similar to a “white page” listing in the phone book. It provides basic information about your company such as name, contact person, phone number, fax number, email address, link to facebook and directions to your business. You also have the ability to link your facebook and other social media icons.

- Random listing order on directory
- Basic business info: name, address, phone
- Basic description, directions, hours. Limited to 200 character description
- Personalized keywords to help in finding you on our website other than your name and also in a google search.
- Social media links, printing icon and email icon are all programed to interact with your information.



CALDWELL
Chamber of Commerce



THE CHAMBER ▾

EXPLORE CALDWELL ▾

MEDIA CENTER ▾

EVENTS CALENDAR

The Blowing Rock

Share:      

Attractions

The Blowing Rock

[VISIT WEBSITE](#)

432 Rock Road
Blowing Rock, NC 28605
(828) 295-7111
(828) 295-4007 (fax)

About

Map

About

Tourist Attraction - Oldest Travel Attraction in North Carolina. Self guided tours, garden settings, with a Gift Shop.

AS A MEMBER YOU HAVE THE ABILITY TO POST THE FOLLOWING THAT CARRIES OVER TO OUR WEBSITE: AND FACEBOOK PAGE.

- HOT DEALS
- EMPLOYMENT OPPORTUNITIES
- FACEBOOK POSTS PERTAINING TO YOUR BUSINESS

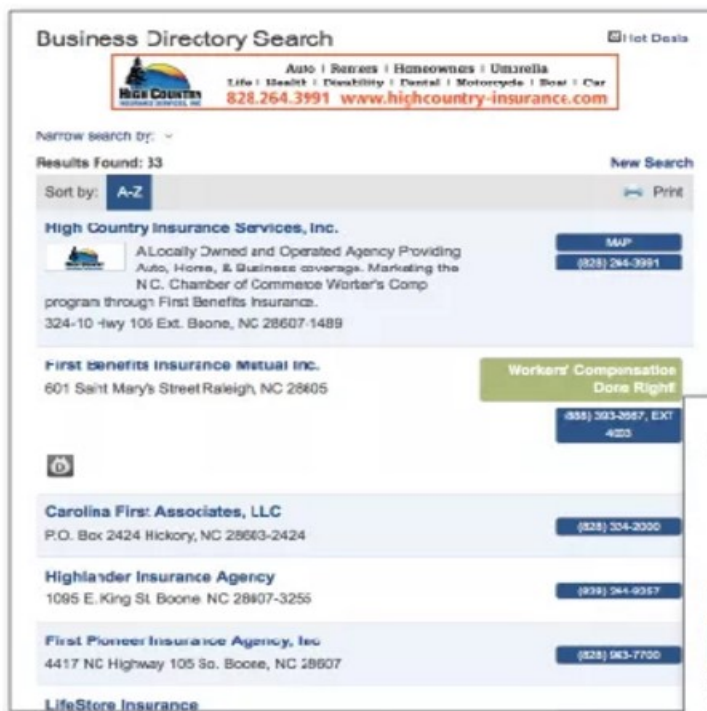
For \$240 per year (\$20 per month)

Enhanced Listing Advertising:

You can increase visibility when potential clients search our directory! It is similar to having a yellow page advertisement or a website within our website. It sets you above the rest.

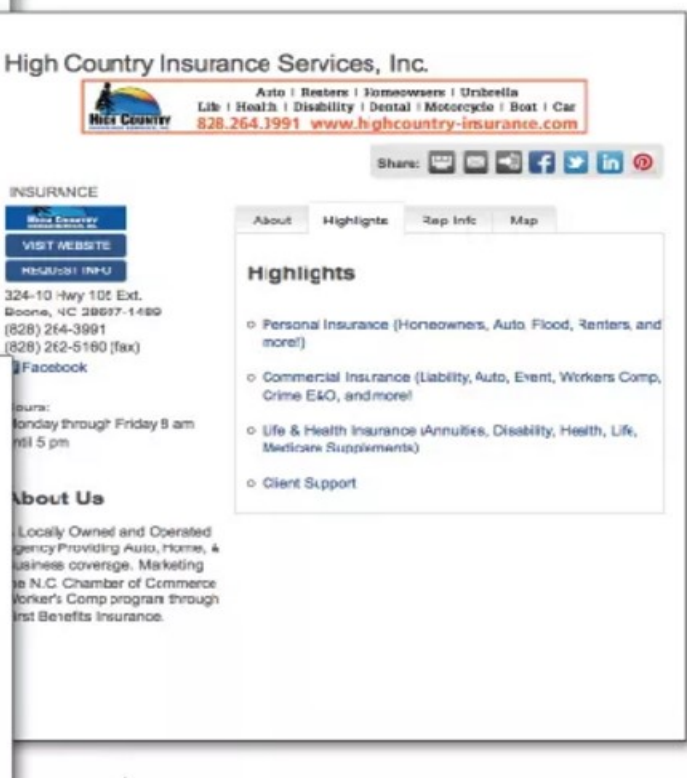
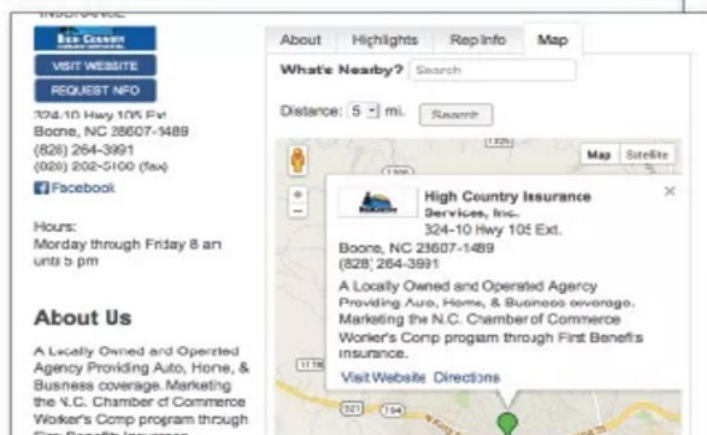
- Basic listing PLUS: much much more.
- Logo/image on search results that places you in your category listing above all basic listings
- Unlimited image gallery option including video
- Bulleted business highlights, including links, on member page that interact with your website and/or documents
- Expanded business description from 200 characters to 1800 character description
- Map feature with description

This feature is definitely the best value for your investment. You have the ability to continually log in and change your listing, pictures and content as much as you possibly want;. You have the ability to post menus, pictures of products and listings of services with pictures and bios of providers and/or business representatives. This is what the Chamber uses when someone calls and inquires about businesses that may provide what they are looking for. You can also post testimonials in vid-



Logo shown in search results listing.
Priority placement.

Highlights on member page,
with optional links.



For \$200 per year you can be at the top of your category every time someone comes to search for someone in your listing.

Category Directory Advertising:

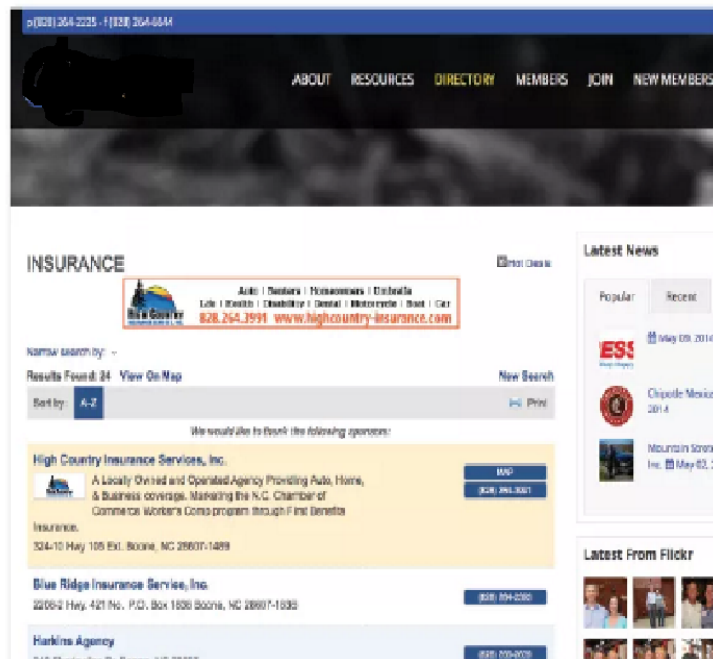
Specs:

- Located on specific category page(s) within directory:— *For example, if your business is listed in the “insurance” category, your ad will appear when a user lands on the Insurance Category page. See image below.*
- 480px x 60px
- Full color
- 72dpi jpg preferred
- inked to url of choice
- Design can be changed anytime

CATEGORY AD SHOWS AT THE TOP OF ANY GIVEN CATEGORY IN THE CHAMBER ONLINE LISTING. SHOULD YOUR ONLINE AD ALSO BE ENHANCED, IT WILL ALSO APPEAR TOWARDS TO THE TOP OF

CATEGORY

ADVERTISEMENT



- Cost is \$200 per year and may be changed throughout the year at the cost of the advertiser. There is a one time set up fee if you are unable to provide the ad in the necessary format and dimensions. Simple ad set up fee is \$50 but can be easily done by anyone who is fairly computer savvy with Publisher or other desktop publishing program. The Chamber is able to provide tutorials to assist in this process.

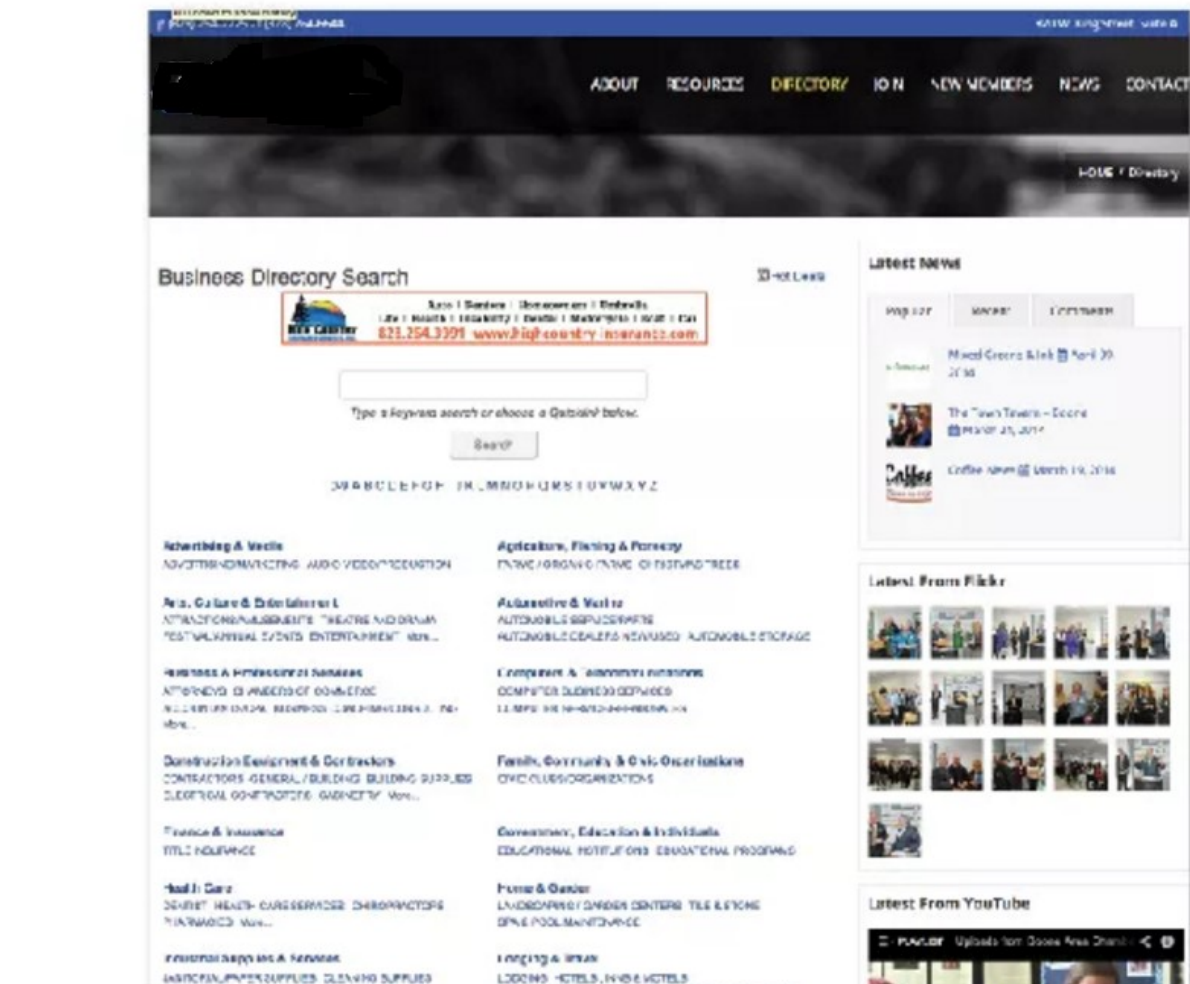
Premier Directory Advertising:

Specs:

- Located in on primary pages within directory– *Directory Search Pages, Specific Category Pages, Hot Deals, Events, Job Postings, Calendar, and more!*
- 480px x 60px
- Full color
- 72dpi jpg preferred
- Linked to url of choice
- Can be changed anytime



Auto | Renters | Homeowners | Umbrella
Life | Health | Disability | Dental | Motorcycle | Boat | Car
828.264.3991 www.highcountry-insurance.com



The screenshot shows a business directory website with a blue header. The navigation bar includes links for ABOUT, RESOURCES, DIRECTORY, JOIN, NEW MEMBERS, NEWS, and CONTACT. A search bar is prominently displayed with the text "Business Directory Search" and a "GO" button. Below the search bar, there is a list of categories including Advertising & Media, Agriculture, Farming & Forestry, Arts, Culture & Entertainment, Automotive & Motor, Computers & Technology, Construction Equipment & Contractors, Family, Community & Civic Organizations, Finance & Insurance, Government, Education & Individuals, Food & Drink, Home & Garden, Lodging & Travel, and Restaurant Supplies & Services. The right sidebar features "Latest News" with articles like "Mixed Greens & Lettuce" and "The Town Tavern - Score", and "Latest From Flickr" and "Latest From YouTube".

\$350 front page ad

Website Footer Ad:

Specs:

- Located in footer of website
- 225px x 225px
- Full color
- 72dpi jpg preferred
- Linked to url of choice
- Design can be changed anytime

A DESIGN OF YOUR CHOICE SHOWING UP AT THE FOOTER OF THE FRONT PAGE, THE LANDING PAGE, OF THE CALDWELL COUNTY CHAMBER OF COMMERCE'S WEBSITE.

THIS ADVERTISEMENT WILL GET THE MOST VISITABILITY OF ANY OTHER AD AND ONLY A LIMITED NUMBER WILL BE SOLD.

Your ad here on
the front page of
our website!

