

# MEDIA KIT

2019



## GREATER NEWBURYPORT CHAMBER OF COMMERCE & INDUSTRY

Our goal is to help your business succeed. One way we can help you, is by offering online and print advertising that have proven results. Whether you are a service provider, industrial business, retail shop, or restaurant we have options that will help get your business noticed.

### CONSIDER THIS:

- Our website receives approximately 30,000 visitors per month
- Over 40,000 Greater Newburyport guidebooks are distributed
- Our e-mail lists total over 15,000 local and visitor e-mail addresses

## WEBSITE ADVERTISING

Advertise your business on the Chamber's website and reach thousands of potential customers. We offer several types of Banner Ads to meet your needs with a click-thru to your website or social media.

### MEMBER SPOTLIGHT AD

- Included on interior page - (i.e. Visitors > Dining)
- 300 x 300 pixels
- \$500/year

### MEMBER DIRECTORY AD

- Main Categories - (i.e. Restaurants, Hotels and Motels)
- 1000 x 165 pixels
- \$2,000/year

### JOB POSTING PAGE AD

- All job posting pages
- 1000 x 165 pixels
- \$3,000/year

### CALENDAR OF EVENTS AD

- Main and subsequent pages
- 1000 x 165 pixels
- \$4,000/year



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## E-MAIL ADVERTISING

The following varieties of e-mails are available to help you market your business to chamber members, other businesses, and visitors.

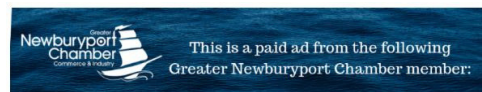
### MONTHLY E-NEWSLETTER - \$240

- Focuses on events and area happenings
- Published the first of the month
- One - two images with descriptive text
- \$240/year
- Reaches 10,000 subscribers



### E-BLAST - \$125

- Featured weekly and only your individual ad is published
- Dimensions: Fixed width of 600 pixels, variable length allowed, but no longer than 800 pixels.
- File Format: JPG, PNG, or an 8.5" x 11" PDF
- \$125/e-mail
- Reaches 2,500 subscribers



# GUIDEBOOK ADVERTISING

2019



## GREATER NEWBURYPORT CHAMBER OF COMMERCE & INDUSTRY OFFICIAL VISITOR AND RESOURCE GUIDE

This book is the road map for tourists and locals alike. Not only do we print and distribute over 40,000 copies to partner sites, hotels, airports and attractions along the eastern seaboard, but we also have thousands of copies on hand to distribute at our office, info booth, and through our members. This is a great way for your business to obtain the exposure and the promotion that you need through your membership with the Greater Newburyport Chamber.

## GUIDEBOOK ADVERTISING

Ads can be submitted in either a PDF or JPEG file format. Images should be high resolution of 300 dpi or higher and in CMYK color. The deadline for artwork is March 22. Looking for help with your ad?

Reach out to Jessamyn of Dingo Creative at [janderson@dingocreative.com](mailto:janderson@dingocreative.com).

### BACK COVER

- \$3,000

### TWO PAGE SPREAD

- \$2,500
- 11" x 8.625"

### FULL PAGE AD

- \$1,350
- 4.75" X 7.5"

### HALF PAGE AD

- \$800

### QUARTER PAGE AD

- \$550

### WEBSITE BONUS OFFER

- Purchase a half page or larger ad and receive a Member Spotlight Ad on an interior webpage (i.e. Visitors > Restaurants, Shopping). 300 x 300 pixels valued at \$500.

Vertical Quarter  
Page Ad  
2.3" x 3.725"

Half Page Ad  
4.75" x 3.725"

Horizontal Quarter Page Ad  
4.75" x 1.8"

# GUIDE BOOK



## ADVERTISING APPLICATION

Please return this form with payment no later than February 23 to: Greater Newburyport Chamber of Commerce & Industry, 38R Merrimac Street, Newburyport, MA 01950 or [info@newburyportchamber.org](mailto:info@newburyportchamber.org)

### CONTACT INFO:

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### PAYMENT:

#### Option (A)

Charge my credit card \$ \_\_\_\_\_ V-Code \_\_\_\_\_

Card # \_\_\_\_\_

Exp Date \_\_\_\_\_

Billing Address \_\_\_\_\_

Authorized Signature \_\_\_\_\_

#### Option (B)

Enclosed is check# \_\_\_\_\_ For \$ \_\_\_\_\_

### ADVERTISING SELECTION:

☐ Guidebook: Two page spread - \$2,500

☐ Guidebook: Full page - \$1,350

☐ Guidebook: Half page - \$800

☐ Guidebook: Quarter page vertical - \$550

☐ Guidebook: Quarter page horizontal - \$550

☐ E-mail: Monthly newsletter - \$240

☐ E-mail: E-blast - \$125

☐ Website: Spotlight - \$500/year

☐ Website: Directory - \$2,000/year

☐ Website: Jobs - \$3,000/year

☐ Website: Calendar - \$4,000/year