Digital Media & Advertising Kit

Edmonton
Chamber
of Commerce

Targeted and cost-effective advertising.

There are two methods to ensure your advertising dollar is being spent effectively:

1. Your advertising is well targeted—shown to the right purchasing audience, at the right time.

2. Your ad spend is cost-effective, with a significant discount achieved at the time of booking.

Advertising with the Edmonton Chamber of Commerce gives you the opportunity to succeed on both these fronts! Place your ads & promotional content on edmontonchamber.com and in our weekly E-Newsletter, and your business immediately receives targeted exposure to Edmonton Chamber members, business leaders, and decision-makers—in addition to the thousands of citizens visiting our website each month for trusted news on business legislation, policy positions, small business advocacy & more.

Please note: all advertising opportunities are subject to availability.

Members receive a 20% discount on advertising rates!

Edmonton Chamber
of Commerce

Contact us at membership@edmontonchamber.com and book your ad today!

Advertising on edmontonchamber.com

The new Edmonton Chamber of Commerce website is the go-to-destination for new and existing Edmonton Chamber members wanting key information on upcoming civic events, membership benefits, business news and more.

In tandem with our loyal social media audiences and newsworthy blog content, EdmontonChamber.com is also popular with a broad cross-section of Edmontonians seeking business education, member connection, and policy advocacy information for the small business sector.

Homepage Big Box
Rates and Technical Specifications:

- 600w x 400h
- Static graphic
- JPEG or PNG

Ad Costs:

Duration	Member	Non-Member
1 week	$75	$95
4 weeks	$255	$320
8 weeks	$405	$510
12 weeks	$600	$750

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Advertising on ChamberMaster & website

Not only is the new Edmonton Chamber of Commerce website the place to be, ChamberMaster is our new member portal, with connections to key webpages as well as advertising in our member directory. These ads are featured on a rotating basis and provide you marketing opportunities directly to our 2000+ member companies as well as included on frequently visited pages on edmontonchamber.com—such as the events calendar and member directory.

Banner Ad
Rates and Technical Specifications:

- 728w x 90h
- Static graphic
- JPEG or PNG

Ad Costs:

Duration	Member	Non-Member
1 week	$48	$60
4 weeks	$160	$200
8 weeks	$305	$380
12 weeks	$480	$600

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09/25/19

Advertising in our newsletters

Targeted and timely, our weekly E-Newsletters (Member Pulse and YEG Pulse) gives you the opportunity to expose your brand, products and services to an extremely well-targeted, opted-in audience of business leaders and decision-makers.

• Sent to approximately 7000+ recipients on a weekly basis
• The Distribution includes various Edmonton Chamber member businesses, regional & local politicians

Big Box Ad
Rates and Technical Specifications:

• 300w x 300h
• Static graphic, JPEG or PNG

Ad Costs:

Duration	Member	Non-Member
1 week	$280	$350
4 weeks	$960	$1200
8 weeks	$1790	$2240
12 weeks	$2400	$3000

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Digital value pack

Includes: Website Big Box, Banner Ad on website and ChamberMaster, E-Newsletter Big Box and 2 sponsored tweets a week in one cost-effective package.

Why advertise in only one Edmonton Chamber advertising channel when you can advertise across them all and save money in the process?

The Digital Value Pack showcases your business on our website, in ChamberMaster to 2000+ member companies, in our weekly E-Newsletter and to our large and loyal 13,000+ Twitter followers.

Best of all, you receive an additional discount. This is what's known as smart advertising!

Rates and Technical Specifications:

• Big Box Ad on our website
• Big Box Ad in our Newsletter
• Banner Ad on our website and ChamberMaster
• Static graphic, JPEG or PNG
• 2 sponsored tweets a week

Ad Costs:

Duration	Member	Non-Member
1 week	$360	$450
4 weeks	$1235	$1545
8 weeks	$2250	$2815
12 weeks	$3130	$3915

Members receive a 20% discount on advertising rates!

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Digital specifications

Please provide the files in the following formats.

Website Big Box Ad

- Size in pixels: 600w x 400h
- Static graphic
- JPEG or PNG (Less than 300KB)
- Provide link to website

Website & ChamberMaster Banner Ad

- Size in pixels: 728w x 90h
- Static graphic
- JPEG or PNG (Less than 150KB)
- Provide link to website

Newsletter Big Box Ad

- Size in pixels: 300w x 300h
- Static graphic
- JPEG or PNG (Less than 300KB)
- Provide link to website

Twitter Graphic

- 600 x 335 min – 1200 x 675 preferred
- Static graphic
- JPEG or PNG (Less than 500KB)
- Suggested copy of 280 characters or less
  including hashtags and links

Please note: For twitter, we find that there is better engagement when we have a selection of images and messages to rotate through, rather than the same message repeated.

- All advertisements must run during consecutive weeks, and artwork and a URL or email link must be received the Thursday prior to placement.
- Static images only, no animated GIFs or Flash files.
- The Edmonton Chamber reserves the right to approve final graphics.
- Dates and ad placement will be determined on a first-come, first-serve basis and are subject to availability.

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