

CHAMBER MARKETING OPPORTUNITIES



EVERGREEN AREA
Chamber of Commerce

"Building a Better Evergreen"

Evergreen Area
Chamber of Commerce

28065 Highway 74 Ste. 201

Evergreen, CO 80439

Phone: 303-674-3412 • Fax: 303-674-8463

admin@evergreenchamber.org

www.evergreenchamber.org

Opportunity #1 - The Chamber Newsletter

Once a month we email the Chamber's newsletter directly to more than 650 members; we give them out to potential new Chamber members and we display them for FREE in our Visitors Center.

Advertising in our Newsletter is optimal for businesses for many reasons:

1. Our members actually read the newsletter cover to cover and support our advertisers.
2. Focused advertisement to local area business owners.
3. Your ad will not get lost in our pages.
4. Our newsletters are available on the Chamber website for a one year period

All of our ads must be paid in full prior to the monthly deadline of the 12th for the following month's publication.

- Business Card Advertisement (Size is either 3 5/8" w x 2" h)
 - **\$72** One-time
 - **\$214** 3 months
 - **\$389** 6 months (savings of \$43)
 - **\$734** 12 months (savings of \$130)
- Quarter Page Advertisement (Size 3 5/8" w x 4 7/8" h)
 - **\$110** One-time
 - **\$314** 3 months
 - **\$594** 6 months (savings of \$66)
 - **\$1122** 12 months (savings of \$198)
- Half-page Advertisement (Size 7 1/2" w x 3 5/8" h)
 - **\$193** One-time
 - **\$549** 3 months
 - **\$1042** 6 months (Savings of \$116)
 - **\$1969** 12 months (Savings of \$347)
- Full-page rates
 - **\$302** One-time
 - **\$861** 3 months
 - **\$1631** 6 months (Savings of \$181)
 - **\$3080** 12 months (Savings of \$544)
- Ads should be supplied electronically if possible as a PDF, TIF, BMP or JPG image by the 12th of the month. All ads must be camera ready.
- Cancellations after the 15th of the month prior to publication will be billed the full amount.

Opportunity #2 – Monthly Insert Mailer

Once per month our businesses have the opportunity to send out full page flyers to all of our members, and several of you have already taken advantage of it.

Here is how it works: You provide 600 folded copies of your piece to the Chamber by the 12th of the month. We send your information to all of our members along with Chamber information. It's as easy as that. You bring the flyers and we do the mailing for you.

- We require a minimum of 2 member participants per mailing with no more than 4.
- Cost per business: \$195
- Non-profit rate: \$145

Opportunity #3 - Weekly email blast

Once per week we email all chamber members with the latest Chamber and community events.

- Advertising contract is for a three (3) month period.
- Advertising costs are \$165 (3 month minimum- \$55/mth thereafter).

Opportunity #4 - Business Briefs

On an as needed basis we email informational Business Briefs summarizing important Legislative, Economic and general Business information. Anyone advertising in the newsletter is included as a business briefs sponsor.

Opportunity #5 – “Members in the News” section of The Chamber Newsletter

You have a free monthly opportunity to share important news about your business through the “Members in the News” section of The Chamber Newsletter. Information is limited to 50 words; no pictures please. You must submit your information by the 15th of each month. Please email this information to newsletter@evergreenchamber.org.

Opportunity #6 - Evergreen Chamber of Commerce Website

Basic level listing is Included with your membership. Interactive map, Hot deals, number of hits, quicklinks, TravelColorado. You can also enhance your listing for an additional fee.

Opportunity #7 – Annual Chamber of Commerce Magazine

The Evergreen Chamber of Commerce produces this annual publication with the intent that residents and visitors will use it as a community resource guide. We are proud to highlight our Chamber business members and the services, merchandise and convenience they provide to our community. For those who want advanced Marketing awareness, quality full color advertising is available to our members.

Each year we print a minimum of 20,000 copies which are distributed to all current Chamber members and local households. The popular magazine is also distributed throughout the state at Colorado Welcome centers, including the Denver Metro Convention & Visitors Bureau and is available free of charge throughout the year for individuals and businesses to use and distribute.

Opportunity #8 – Visitor Information Center & Chamber Business Office

Flyers, business cards, public access, referrals by phone and visitor interaction. Let us know what you are doing and we will spread the word!