

SPRINGFIELD AREA CHAMBER OF COMMERCE ADVERTISING OPPORTUNITIES

The Springfield Area Chamber of Commerce offers several valuable marketing opportunities for Chamber member businesses. We encourage you to consider investing in advertising on any of our following media outlets, as they are all valuable assets that provide an opportunity to increase visibility for your business to over 1,800 Chamber Members and beyond.



MEMBER CONNECT E-NEWS



SPRINGFIELD-CHAMBER.ORG WEBSITE



SPRINGFIELD BOTTOM LINE



MAGAZINE + DIRECTORY

To submit ads, for more information or with questions, please contact:

Elora Kelsh

Manager, Marketing &
Communications

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Director, Development & Investor
Relations

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MEMBER CONNECT

Weekly E-Newsletter Sponsorship & Advertising



Chamber members have the opportunity to sponsor and advertise in the Chamber's weekly e-newsletter, Member Connect - showcasing Chamber and community events, Chamber programming, and news.

Advertising in the Member Connect is an opportunity to put your business banner ad in front of over 1,800 Chamber member representatives on a weekly basis.

600 x 150 px

Weekly e-Newsletter Banner Ad

Ad Size	3 mos	6 mos
600 w x 150 h px	\$150	\$300

Member Connect Banner Ad:

- Banner ad with a live link to your website or event page
- Spans the entire column for greatest visibility
- Reaching over 1,800 representatives weekly
- Header or footer options, or both
- Responsive format
- Excellent ROI opportunity
- **In-house ad design and consulting service available for an additional \$125**

MEMBER CONNECT

November 16th, 2021

YOUR AD HERE

Hi Elora!

Here is this week's *Member Connect* e-newsletter featuring informative and timely content and resources in a responsive interface accessible to you anywhere, anytime. Enjoy!

WHAT YOU NEED TO KNOW

LunchVox LIVE: Frontline Retail - Examining supply chain and workforce solutions in the local economy
THIS FRIDAY, November 19th, 11:45am - 1:00pm
Virtual Zoom Program

The Springfield Area Chamber of Commerce Presents:



LUNCHVOX LIVE
FRONTLINE RETAIL: EXAMINING SUPPLY CHAIN AND WORKFORCE SOLUTIONS IN THE LOCAL ECONOMY

FRIDAY, NOVEMBER 19TH: ZOOM CONFERENCE
PROGRAM 11:45 AM - 1:00 PM

Join us for a lively discussion on some top of mind challenges to the business community - supply chain and workforce issues. We'll be examining challenges and solutions to these issues through the lens of local retail. We'll hear from local watchmaker, Celeste Wong, COO of Jerry's Home Improvement Centers, Scott Lindstrom, and Co-Founder of Bitcork and Pollinate Food, Todd Edman.

Title Sponsor:


For more information, contact Paige Sharpe: paige@springfield-chamber.org

Join us **THIS FRIDAY, November 19th**, for a lively discussion on some top of mind challenges to the business community - supply chain and workforce issues. We'll be examining challenges and solutions to these issues through the lens of local retail. We'll hear from local watchmaker, Celeste Wong, Chief Operating Officer of Jerry's Home Improvement Centers, Scott Lindstrom, and Co-Founder of Bitcork and Pollinate Food, Todd Edman.

[Register Here](#)



For more information, contact Paige Sharpe: paige@springfield-chamber.org



Contact: elora@springfield-chamber.org

101 South A Street ♦ PO Box 155 ♦ Springfield OR 97477 ♦ [p] 541.746.1651 ♦ [f] 541.726.4727

www.springfield-chamber.org

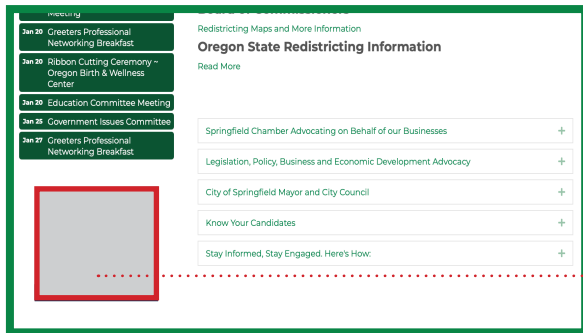
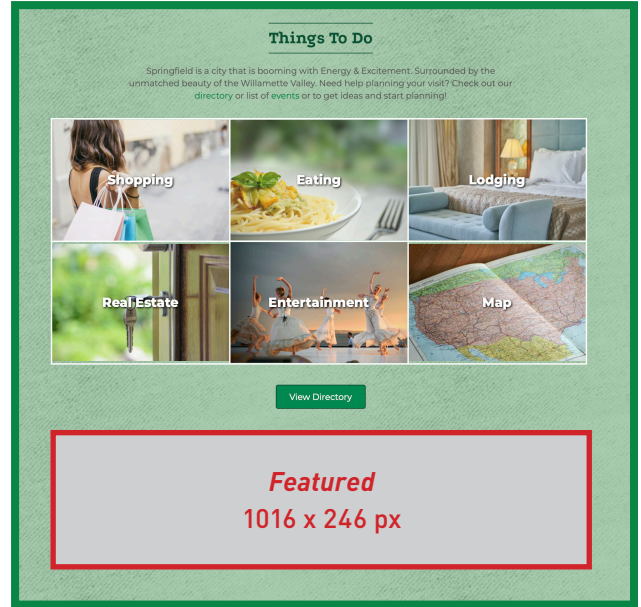
SPRINGFIELD-CHAMBER.ORG

Website Sponsorship & Advertising

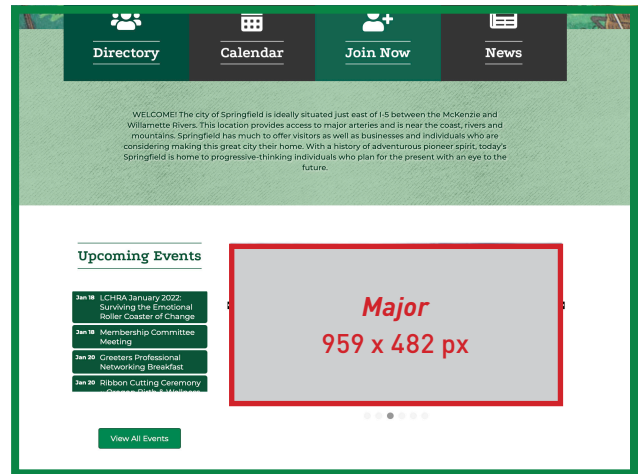


Chamber members have the opportunity to sponsor and advertise on the Springfield Chamber website. **Springfield-chamber.org** offers information about the organization, a searchable local business directory, a calendar of chamber events, and information about Springfield Chamber programs. The website also has features and content for community members and the general public, including visitor and relocation information, and a calendar of community events.

- Banner ads with a live link to your website or event page
- Reaching all viewers from the Chamber and the larger community
- Excellent ROI opportunity
- **Featured** is highest up on page for greatest visibility and includes 3 additional "supporter" size ads
- **Supporter** ad provides targeted marketing on Legislative Advocacy page, COVID-19 Business Resource Hub, and Career Hub
- **Major** ad is large for great visibility



Supporter
300 x 250 px



Sponsorship	Ad Size	6 mos	1 year
Featured (narrow) - Includes supporter ad on 3 additional webpages	1016 w x 246 h px	n/a	\$2,000
Supporter (small scrolling) - Appears on 3 webpages	300 w x 250 h px	\$550	\$1,000
Major (scrolling)	959 w x 482 h px	\$550	\$1,000

*Above images are not to scale. visit springfield-chamber.org to view our current advertisers and sponsors.



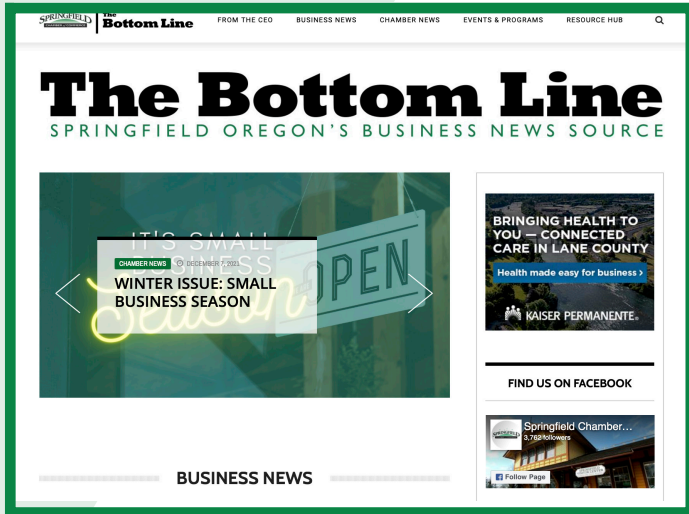
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SPRINGFIELD BOTTOM LINE

Online Business News Blog Sponsorship & Advertising



WWW.SPRINGFIELDBOTTOMLINE.COM

Digital Requirements

PREFERRED FILE FORMATS

PNG files (no transparency) are preferred. JPG, TIF and GIF are acceptable, but care should be taken to ensure that any compression has not distorted the image.

PREFERRED COLOR SPACE

All images should be RGB (not CMYK).

SIZE

Please provide images at the final pixel size as identified in the ad description on this page.

QUALITY CONTROL

Advertisers are responsible for ensuring their ads are readable at 100% scale. If an ad is illegible, pixelated or otherwise distorted we reserve the right to request a new image.

Ad Opportunities

WEBSITE CHAMPION

- EXCLUSIVE Homepage Sidebar Header (300 x 250px)
- ROS Post Insert – desktop, tablet (768 x 90px)
 - displays in all posts on site (excludes calendar events)
- ROS Post Insert – mobile (300 x 250px)
- One sponsored content inclusion with each six months of contract, featured in homepage slider

CATEGORY SPONSOR

- Category Page Sidebar Header (300 x 250px)
- Displays on sponsored category page
 - categories include: Business News, Chamber News, Programs and Events
 - ROS Single Post Sidebar Header Rotator (300 x 250px – same as above)
 - All advertisers in rotation with every post view
- One sponsored content inclusion with each six-months of contract
 - Content is featured on homepage slider

WEB ADVERTISER

- ROS Single Post Sidebar Header Rotator (300 x 250px)
- All ads in 8 second rotations with every post view
- No more than six advertisers in rotation

Bottom Line Pricing

Type	3 mos	6 mos	1 year
Website Champion	\$825	\$1500	\$2700
Category Sponsor	\$555	\$1050	\$1800
Web Advertiser	\$330	\$600	\$1080



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SPRINGFIELD BOTTOM LINE

E-Newsletter Monthly Blast



Chamber members have the opportunity to sponsor and advertise in the Chamber's monthly email blast announcing the latest "issue" or callout to see the latest posts added to the Chamber's business news blog *The Bottom Line*, accessible and updated 24/7.

Advertising to our email list via this announcement is an opportunity to put your business banner ad in front of over 1,800 Chamber member representatives on a monthly basis.

600 x 150 px

Bottom Line E-News Announcement Banner Ad:

- Banner ad with a live link to your website or event page
- Spans the entire column for greatest visibility
- Reaching over 1,800 representatives monthly
- Responsive format
- Excellent ROI opportunity
- **In-house ad design and consulting service available for an additional \$125**

Bottom Line Announcement Banner Ad

Ad Size	1 mo	3 mos
600 w x 150 h px	\$75	\$225

The screenshot shows the Springfield Chamber of Commerce logo at the top left. To the right, a tagline reads: "Fostering a prosperous community by strengthening, representing, and promoting business." Below this is a large red-bordered box with the text "YOUR AD HERE" in red. Underneath, a personalized message says "Hello Elora," followed by "The newest online issue of *The Bottom Line* is now available!" and "This month we are presenting the *Small Business Season* issue with a roundup of great articles, programs, events, and updates." A navigation bar includes "The Bottom Line" and links for "FROM THE CEO", "BUSINESS NEWS", "CHAMBER NEWS", "EVENTS & PROGRAMS", and "RESOURCE HUB". The main heading is "The Bottom Line" with the subtitle "SPRINGFIELD OREGON'S BUSINESS NEWS SOURCE". Below this is a featured article titled "WINTER ISSUE: SMALL BUSINESS SEASON" with a "Season OPEN" graphic. To the right is a sidebar with a "Kaiser Permanente" advertisement and a "FIND US ON FACEBOOK" button. A "BUSINESS NEWS" section features articles like "LIZ DAHLAGER NAMED EXECUTIVE VICE PRESIDENT OF MERETE HOTEL MANAGEMENT" and "THANK YOU for shopping... PLEDGE TO KEEP IT HOME FOR THE HOLIDAYS". A "CAREER HUB" section is also visible. At the bottom, there are two green buttons: "Click Here to View The Bottom Line" and "This Issue's Story List".



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MAGAZINE + DIRECTORY

Annual Print Publication Sponsorship & Advertising



Ads are shown at 25% actual size



Ad Size	WIDTH	HEIGHT
FULL PAGE	7.375"	9.875"
1/2 PAGE	7.375"	4.875"
1/3 PAGE	4.875"	4.875"
1/4 PAGE*	3.625"	4.875"

All ads must use these dimensions. If they do not, the ad will be resized to fit the designated space at the advertisers expense.

Rates	PRICE	FREE MAGAZINES
FULL PAGE	\$ 2,195	30
Outside Back Cover	\$ 4,395	50
Inside Cover	\$ 3,295	40
Inside Front Facing	\$ 2,745	40
Directory Front	\$ 3,295	40
1/2 PAGE	\$ 1,205	20
1/3 PAGE	\$ 795	15
1/4 PAGE directory*	\$ 655	15
Directory Highlight Box	\$ 105	

*Quarter page ads are only available in the directory section of the magazine.

Digital Requirements

EMAIL: Along with email please provide a printed proof, phone number, contact person and ad name/#. Media is non-returnable.

PREFERRED FILE FORMAT: PDF Press-ready, must contain only 4-color process images (CMYK).

IMAGE REQUIREMENTS: All images provided for ads should be final, color corrected, hi-resolution (300dpi at actual size) CMYK files. TIF or EPS file type recommended. Hi-Res images should not be scaled more than 115% to maintain image quality.

Production Reminders

Additional production charges for the advertiser may result if the guidelines below are not followed:

- Do NOT send JPEG or GIF files.
- Do NOT send files in RGB.
- All spot colors must be converted to CMYK.
- All ads created in any unacceptable format (Publisher, Corel Draw) will be returned to the advertiser to be reformatted or created.
- All ads submitted should be suitable to print as-is. Springfield Area Chamber of Commerce is not responsible for any errors in content.



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