



ACC Third-Party Promotional Policy & Rate Card

Sharing Partner & External Organization Promotional Content to ACC Members

Purpose

With a network of 93 Chambers and Boards of Trade, the Atlantic Chamber of Commerce understands the value such interconnectivity provides to members, partners, businesses throughout the region, and to outside agencies and organizations.

The strength of our network serves to drive awareness, create dialogue within our community, and to communicate value-added programs and issues to our members in Atlantic Canada.

ACC Policy for Information Sharing & Distribution Lists

ACC strives to ensure the protection of member's personal information through responsible practices. For the purpose of facilitating business membership, a searchable list of Chambers and Boards of Trade organizations located in Atlantic Canada is available externally on the ACC website.

ACC will not, in any circumstances, share personal information with other individuals or organizations without permission, including public organizations, corporations or individuals, except when applicable by law, for which ACC will share information with government agencies should they require or request it.

ACC Procedures for Third-Party Promotion

As a membership-organization with a purpose of providing advocacy, benefits, services and networking opportunities to members, it is important to generate awareness about opportunities that may be of interest to members.

ACC is committed to providing value-added information to its members using several communications channels available, including its website, e-blasts and on social media, but reserves the right to assess promotional material based on:

- Organization nature and credibility
- Business focus and relevance to members
- Geographic applicability (Atlantic Canada or Province)
- Preparedness of materials for distribution

ACC's Communication Coordinator will review and approve all content from members and third-parties wishing to promote material via ACC's communications channels. However, it may not be possible to respond to every individual post. Our goal is to be as responsive as possible and we are committed to answering questions in a timely fashion.

Spam (should it appear) will be removed as quickly as possible.

All engagements must:

- Be respectful in nature.
- Be legal.
- Be free of spam/solicitations
- Be devoid of confidential information.
- Be free from profanity.
- Contain consent when using the Chamber's name, likeness, logo, trademarks or any other property.

ACC Promotional Channels & Submission Procedures

Event Calendar Listings

Information for the Event Calendar located on ACC's website (www.atlanticchamber.ca/events/calendar/) must be submitted by the Organization. Submissions are subject to review and approval by ACC's Communications Coordinator prior to posting. There is no fee to post items on the ACC Event Calendar. Items that will be posted in ACC's Event Calendar include:

- Meetings
- Networking & Chamber/Boards social events
- Informational events (e.g., conferences, seminars, guest speakers)
- Fund raising events for member Chambers or Boards of Trade
- Regional and national events of interest to the business community

The Market Place #AllAccess Business-2-Member Listings

Information for *The Market Place* located on ACC's website (www.atlanticchamber.ca/the-market-place) must be submitted by the Organization (e.g., logo, any visuals, content). Submissions are subject to review and approval by ACC's Communications Coordinator prior to posting. Fees are available in ACC's *Third-Party Promotional Rate Card* below. Items that will can posted in The Market Place include:

- Exclusive products or services available to our members
- Networking or Chamber/Boards social events
- Informational events (e.g., trade shows, conferences, seminars, guest speakers)
- Fund raising events for member Chambers or Boards of Trade
- Regional and national events of interest to the business community

If you have an item you wish to place in The Market Place not included here, please contact ACC's Communication Coordinator.

Social Media: Facebook & Twitter

ACC Chamber members and Corporate Partners can post directly on the ACC Facebook page and submit items to be posted on Twitter and LinkedIn. When possible, we ask that posts be in both official languages.

All other organizations who wish to advertise and promote events must be processed per normal promotional content review and approval policies and will be charged per the distribution fees listed below in the *Third-Party Promotional Rate Card* for social media blasts.

Chamber and non-chamber members will be charged to advertise in ACC Newsletters, banner ads and stand-alone E-Mail Blasts.

Newsletters and Follow Our Leads eBlasts

ACC distributes newsletters and member updates regularly, including: ACCion News (monthly) and the CEO Newsletter (bi-monthly). Launching in the Fall of 2019, pending demand, ACC will distribute *Follow Our Leads*—a new monthly eBlast update dedicated to third-party promotions.

Due to the high volume of requests, ACC will do it's best to accommodate submission requests, but cannot guarantee specific placements in a given month for some channels*

ACC Third-Party Promotional Rate Card

Advertisement	
The Market Place #AllAccess ad (content limit 30-50 words)	One Month – \$250.00
Social Media Blast of Ad on Facebook and Twitter	One Week – \$75.00 3 posts per platform
Website Box Ad on Home Page	One Week – \$75.00
ACCion News Box Ad	One Monthly Edition – \$100.00 (limited to 2 contributors per edition)
CEO Newsletter Box Ad	One Bi-Monthly Edition – \$100.00 (limited to 2 third-party contributions per edition)
Follow Our Leads Monthly eBlasts (content limit: 200 words)	One Submission - \$250.00

*Double your time and save 10% (e.g., book 2 months on the Market Place at \$475)

**Triple our time and save 15% (e.g., book three editions of ACCion News at \$255)

***Applicable taxes not included

Please Note:

The Chamber reserves the right to correct, edit or amend any misleading or inaccurate content on any of its electronic mediums. The Chamber reserves the right to remove content posted by users at any time for any reason.