



ACC Advertising Rate Sheet



Advocacy Newsletter (1/Month) Third Thursday of Every Month

- Distribution
 - 120+ community chambers in Alberta
 - Network has over 25 000 members in the province
 - Many chambers resend the ACC Advocacy Newsletter to members
 - ACC Corporate Partners (75+)
 - Major media contacts
- Engagement (avg.)
 - Avg. open rate = 45%
 - Avg. click through = 17%
- Social
 - Re-posted on ACC Twitter
 - 3591 followers
 - 17.8k impressions over last 28 day period
 - Re-posted on ACC Facebook
 - 961 followers
 - Avg. reach 265



Member Services Newsletter (1/Month) First Tuesday of Every Month

- Distribution
 - 120+ community chambers in Alberta
 - Network has over 25 000 members in the province
- Engagement (last years avg.)
 - Avg. open rate = 47%
 - Avg. click through = 13%

Dedicated E-Blast

- Distribution
 - 120+ community chambers in Alberta
 - Network has over 25 000 members in the province
 - Many chambers resend ACC E- Blasts to members
 - ACC Corporate Partners (75+)
 - Major media contacts
 - Avg. open rate = 46%
 - Avg. click through = 9%
- Engagement (avg.)
 - Avg. open rate = 46%
 - Avg. click through = 9%



Newsletter Promotion Offer Package \$2500 (Includes GST)

- Web banner up to 4 weeks: (1200 x 400)
 - Rotates with 3 other banners (8 second intervals)
- Social Media (4 total): (Specs: 1200 x 627 for FB 1024 x 512 for Twitter)
 - Alternate FB/Twitter
- Dedicated e-blast: (specs - 600 x 600)
- Newsletters:
 - 1 Top ad Advocacy Newsletter
 - 1 Top ad Membership Newsletter

Individual Promotion Prices (Includes GST)

- Web banner 1, 4, 8 weeks: (1200 x 400) **\$200, \$400, \$600**
- Social Media Posts (Specs: 1200 x 627 for FB - 1024 x 512 for Twitter) **\$100**
- Dedicated e-blast: (specs - 600 x 600) **\$600**
- Advocacy newsletter headline **\$750**
- Advocacy newsletter Bottom Ad **\$375**
- Membership newsletter headline **\$500**
- Membership newsletter Bottom Ad **\$250**

ACC Corporate Members get a 20% discount on price

FOR MORE INFORMATION:

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