



# 2017 Marketing Opportunities

## New Website Opportunities:

**Website Banner Ads:** The TVRC website is visited by thousands of people each month. Get noticed with a new website banner ad! Several packages are available to accommodate any marketing budget. All website banner packages also include a complimentary new enhanced business profile and "Pop to the Top" placement in your business category.

**Enhanced Business Directory Listing & Member Profile:** Enhanced online business profiles include logo, photos, videos, longer business description, additional key words, and premier "Pop to the Top" placement in your business category with logo, extended description and quick web-link button.

**Hot Deals:** Advertise coupons, specials, and more for members, and non-members.

**Job Postings:** Post your open positions on the TVRC website

**FREE Opportunity! Community Calendar:** Advertise your event(s) for members and non-members to see on our community calendar. (Events will be submitted for approval by TVRC staff before it is published.)

## Traditional Advertising Opportunities:

**Monthly Business Agenda Newsletter:** This print and electronic publication is sent out monthly by the Winchester Star and available online through the TVRC website, and emailed to members. (≈ 18,000 readers).

**Marketplace Email Blast:** This monthly email blast promotes an upcoming sale of event with your organization. Email blast goes out the second Thursday of each month. Ads are due by the 15th of the previous month.

**Business Agenda Update:** This weekly email blast is sent out every Monday. It includes Chamber and Chamber member News.

**Member Directory and Relocation Guide\*:** The Chamber's annual publication features valuable reference information on the region's business community and a business directory.

**Street Map\*:** The Chamber's bi-annual publication provides up-to-date coverage area of Winchester, Frederick and Clarke Counties.

**Mailing List:** The Chamber will sell mailing list of over 800 companies and organizations.

\*(Production and advertising in this annual publication is handled through an outside vendor. Contact the Chamber for more information.)

**Contact:** Emily Buhl | Director, Marketing and Communications | ebuhl@regionalchamber.biz | 540-662-4118 ext. 17

\*Pricing and benefits are subject to change.

## Monthly Business Agenda Newsletter

Distributed electronically to all members, posted on the TVRC website and printed by The Winchester Star. Monthly.  
≈ Circulation 18,000 readers.

### Example Ad Sizes:

#### Monthly Business Agenda Newsletter- Standard Ad

**175 X 177 Pixels**

**\$2,700/ year,  
\$700/ quarter,  
\$300/month**

#### Monthly Business Agenda Newsletter- Double Horizontal Ad

**361 X 174 Pixels**

**\$3,700/ year, \$950/ quarter, \$400/month**

#### Monthly Business Agenda Newsletter- Double Vertical Ad

**174 X 361 Pixels**

**\$3,700/ year,  
\$950/ quarter,  
\$400/month**

#### Monthly Business Agenda Newsletter- 1/4 Page Ad

**361 X 335 Pixels**

**\$4,500/ year, \$1,150/ quarter, \$500/month**



# 2017 Marketing Opportunities

**Email Blasts** — Distributed electronically to all chamber members. Approx. 2,000 readers.

## **BUSINESS AGENDA UPDATE - TOP BANNER AD**

Distributed every Monday

600 x 100 Pixels

\$125/ 1 Time, \$500/Month, \$1,200 Quarter

## **BUSINESS AGENDA UPDATE - MIDDLE BANNER AD**

Distributed every Monday

600 x 100 Pixels

\$75/ 1 Time, \$300/Month, \$750 Quarter

## **MARKETPLACE EMAIL BLAST AD SIZE**

Distributed the 2nd Thursday of Every Month

600 X 400 Pixels

\$100/month, \$250/Quarter, \$1,000/Year

**Contact:** Emily Buhl | Director, Marketing and Communications | [ebuhl@regionalchamber.biz](mailto:ebuhl@regionalchamber.biz) | 540-662-4118 ext. 17

\*Ads will be resized if they do not follow sizing stated above. \*\*Pricing and benefits are subject to change.

## Website Banner Ads

### Gold Banner Advertiser— \$1,500/year

Exclusive to Gold Package: Business Directory Search Page, Quicklink Page

Includes: Business Category Page, Press Releases

Pick 1:

- Hot Deals
- Job Postings

### Silver Banner Advertiser— \$1,000/ year

Exclusive to Silver Packager: Business Directory Map, Contact Us Page

Includes: Business Category Page

Pick 1:

- Job Postings
- Hot Deals
- Press Releases

### Bronze Banner Advertiser— \$500/year

Pick 2:

- Weather
- Job Postings
- Business Category Page
- Press Releases

### **\*\*BONUS\*\***

All Banner Ads include a Complimentary Enhanced Business Profile and "Pop to the Top" for your category listing with enhanced search results summary.

### Events Calendar - Chamber Of Commerce

**ADVERTISE WITH US!** YOUR ADVERTISEMENT COULD BE HERE.  
Don't miss out on marketing your business online. [Click for more information -](#)

Hot Deals

Narrow search by: ▾

Submit New Event Print **Events List View**

<< December 2016 >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Pre-Session Legislative Briefing 2016 LeadShare Group - NW Works	2	3
4	5	6	7 LeadShare Group - Aloft	8 LeadShare Group	9	10
11	12	13	14	15	16	17

### Business Directory Search

Hot Deals

**ADVERTISE WITH US!** YOUR ADVERTISEMENT COULD BE HERE.  
Don't miss out on marketing your business online. [Click for more information -](#)

Type a keyword search or choose a Quicklink below.

Search

0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

#### Advertising & Media

Marketing Agencies/Consultants More...

#### Arts, Culture & Entertainment

Non-Profit, Cultural More...

#### Business & Professional Services

Business Support Services Event Venue More...

#### Agriculture, Fishing & Forestry

Agriculture - Farm Markets More...

#### Automotive & Marine

Automobile Dealer/Parts/Service More...

#### Computers & Telecommunications

Computer Services Radio/TV Stations More...

## Enhanced Business Directory Listing & Member Profile

### Top of Virginia Regional Chamber

Chamber of Commerce | Business Support Services

Share: [Icons]

TOP OF VIRGINIA REGIONAL CHAMBER

VISIT WEBSITE  
REQUEST INFO

407 South Loudoun Street  
Winchester, VA 22601  
(540) 662-4118  
The Top of Virginia Regional Chamber  
Facebook

Hours:  
Monday - Friday  
9 AM - 5 PM

About Us

The Top of Virginia Regional Chamber is Clarke County, Frederick County, and Winchester's premier business networking and advocacy organization and is dedicated to providing programs and services to... [read more](#) →

### Enhanced Features:

**Logo:** Logo placement on member listing and in search results.

**Highlights:** Add bulleted items with URL links

**Photo/Video:** Create photo galleries to show your products or services and add a YouTube video.

**About Us:** Enhanced listing allow for 1600 character company description. (Basic listing limited to 200 characters.)

**Key Words:** Increase key words from 8 to 20 for better search

**"Pop to the Top":** Enhanced listings include priority placement at the top of your category listing in searches. Additional features include "Visit our Website" link, logo placement and enhanced search results summary.

### Business Directory Search

Hot Deals

ADVERTISE WITH US! YOUR ADVERTISEMENT COULD BE HERE.  
Don't miss out on marketing your business online. [Click for more information](#) →

Narrow search by: ▾

Results Found: 45

Sort by: A-Z

New Search

Print

**Top of Virginia Regional Chamber**

TOP OF VIRGINIA REGIONAL CHAMBER The Top of Virginia Regional Chamber is Clarke County, Frederick County, and Winchester's premier business networking and advocacy organization.  
407 South Loudoun Street Winchester, VA 22601

MAP  
(540) 662-4118

**Tri-State Roofing & Sheet Metal Company**

221 Plum Run Rd Ridgeley, WV 26753-7311

MAP  
(540) 662-5882



# Sign Me Up!

You can purchase an advertising investment by filling out the form below, or contacting Emily Buhl at ebuhl@regionalchamber.biz or calling 540-662-4118.

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Website Banner Ads:

All ads and logos should be provided in .jpg, .png, .gif format, 480 pixels wide by 60 pixels tall. All Ads will be automatically resized if they are not sent in the correct format.

- Gold Banner Advertising \$1,500/year
- Silver Banner Advertising \$1,000/year
- Bronze Banner Advertising \$500/year

Pick 1:

- Hot Deals
- Job Postings

Pick 1:

- Hot Deals
- Job Postings
- Press Releases

Pick 2:

- Weather
- Job Postings
- Press Releases

- Enhanced Business Directory Listing &**

**Member Profile:** \$120/year

- Community Calendar:** FREE!

- Job Postings:** \$5/week/posting

- Hot Deals:** \$5/week/posting

### Business Agenda Newsletter:

All ads and logos should be CMYK with images with 300 dpi. PDF or JPG format.

- Standard Block—2.4275" wide x 2.4592" tall (175 x 177 pixels) 2,700/year, 700/quarter, 300/ month
- Double Vertical Block—2.4275" wide x 5.0217" tall (174 x 361 pixels) 3,700/year, 950/quarter, 400/ month
- Double Horizontal Block— 5.0217" wide x 2.4275" tall (361 x 174 pixels) 3,700/year, 950/quarter, 400/ month
- 1/4 Page Block—5.0217" wide x 4.655" tall (361 x 335 pixels) 4,500/year, 1,150/quarter, 500/ month

### E-Mail Blast:

- MarketPlace Ad: Due the 15th of the previous month. Distributed the 2nd Thursday. PDF or JPG format. 600X400 pixels. 100/month, 250/quarter, 1,000/year!
- Business Agenda Update—Top Banner— Distributed every Monday. PDF or JPG format. 600 x 100 pixels. \$125/ 1 time, \$500/month, \$1,200 quarter
- Business Agenda Update—Middle Banner— Distributed every Monday. PDF or JPG format. 600 x 100 pixels. \$75/ 1 time, \$300/month, \$750/quarter

**Mailing List:** Member Pricing: \$125

Non-Member Pricing: \$300

\*Pricing and benefits are subject to change.