



Nantucket Island Chamber of Commerce 2020-21 Advertising/ Marketing Opportunities

Enhanced Membership: This digital option allows for your Chamber Member Webpage and Visit Widget Profile to get a facelift. You will have the option to add your logo, gallery media, a request info button that directly emails you through our contact form, premium web placement, and more. *Talk to your Chamber Rep to learn more.*

Pricing: \$50 / year

Additional Listings: Your business can be located under various categories, getting you more exposure. This will be online, in our printed guidebook and in our digital guidebook. *Talk to your Chamber Rep to learn more!*

Pricing: \$55 per additional listing in our printed guidebook, and in our digital guidebook / directory

Banner Ads: Spotlight your business with a banner ad on the Nantucket Chamber website. Provide your own ad or have the Chamber design it for a \$150 fee. Ads are hyperlinked to the webpage of your choosing, resulting in the increased traffic for your business. These can be placed in various locations on the Chamber website including, but not limited to, business directory, your business category, member sign up, news, job listings, events, hot deals, and more. *Spots are reserved on a first come first serve basis.*

2019 Stats: 320,600 pageviews (30% increase from previous year), 151,000 sessions (44% increase from previous year), 113,000 new users (41% increase from previous year)

Pricing: \$200 / month or \$575 / 3 months

Size: 728 x 90 pixels

Individual Email Marketing: Looking to get the word out about your business, an event, or promo? You can send out an individual E-Blast to our subscribers. This can have any information you would like with flyers, photos, logos, etc. *This is reserved on a first come first serve basis, information must be relevant to your Chamber member business, and the Chamber has the right to make any edits where we see fit.* You have the choice to send to our various lists of subscribers (up to ~11,000 subscribers) with visitors, businesses, stroll / daffodil, etc.

2019 Stats: Average E-blast Open Rate: 13%, Click Through Rate: 5%

Pricing: \$150 / E-Blast December 1 - May 1 (excluding week of Stroll & Daffodil) and \$350 / E-Blast May 1 - November 30 (including weeks of Stroll & Daffodil). Ask about packages.

Weekly E-Newsletter: The Nantucket Chamber sends out an e-newsletter weekly with information on the Chamber, Nantucket, and our Members. Being featured is a *free perk* of being a Chamber Member. Just email pr@nantucketchamber.org with your business, a blurb with what you would like advertised, a link, and a graphic/photo. *This is on a first come first serve basis, information must be relevant to your Chamber member business, and the Chamber has the right to make any edits where we see fit.* **Premium Placement Banner Ad** is available on a first come first serve basis, putting you as the first thing the reader sees.

2019 Stats: Average E-blast Open Rate: 15%, Click Through Rate: 8%

Pricing: \$50 / Premium Placement Banner Ads December 1 - May 1 (excluding week of Stroll & Daffodil) and \$75 / Premium Placement May 1 - November 30 (including weeks of Stroll & Daffodil).



Social Media Marketing: The Nantucket Chamber has various social media platforms that we can advertise your business, events, etc. on. A *free perk* of being a Chamber Member. Email pr@nantucketchamber.org with your contact info, business name, a blurb about the promotion, your business's social media handles, posting date preferred, and a photo/ graphic in a .jpeg or .jpg format. The Chamber has the right to make changes as we see fit. First come, first serve basis, sharing links will be limited. Please allow a minimum of 24 hours M-F.

Nantucket VR: A new initiative in partnership with Giguere Interactive. Allow visitors to explore your store, property/rentals, etc. before they even arrive! Link your store for people to purchase items through their 3D exploration or let viewers and potential customers see your space. This website will have various on island locations to allow visitors to enjoy their favorite spots in the middle of winter from anywhere in the world. To sign up to learn more email pr@nantucketchamber.org

Visit Widget: A way for visitors to plan their trips before they even get to island. It has storefronts, lodging, restaurants, sightseeing, and more locations listed so users can map out their route or learn more. Once they map out their route they have the option to email it or text it to themselves. It can be used as a desktop website, mobile website, and mobile app. It lists all events that are inputted on the Chamber calendar through your member portal. Ads show up on the left photo index under the categories of your choice.

Stats: December 2019 (launched) until March, 2020 - 1000 users, 1,050 sessions, avg. session duration 2 minutes, 40 seconds. From February 2020 (App Launch) until March 2020 - 90 iOS & Android Downloads.

Pricing: \$50 / week or \$150 / month or \$400 / 3 months

Size: 960 x 600 pixels

Additional Categories: \$20 per additional category on *Visit Widget only*

www.nantucketchamber.org/plan

2021 Chamber Guidebook: Enhance your business' exposure by advertising in the 2021-22 Official Nantucket Guidebook. In 2020, we printed 60,000 copies and received 70,000 online views. All members that are paid in full by January 1 for the 2021 year will be featured in the directory. This includes your business name, address, phone number, and your website, and email. See ad sizes on the Insertion Order.

2021 Rates & Sizes Available - please inquire with the Nantucket Chamber or go to

www.nantucketchamber.org/guidebook

Guidebook Inserts: Enhance your business or event presence through our Guidebook mailings. Have your business / event promotional card be sent out with our guidebooks throughout the year. You will receive exposure (on top of your listing inside the 2020 Guidebook) to new markets that are already interested in Nantucket and zip code information for where your promotional materials were sent. The 2020 Guidebook has a 60,000 distribution with the height of distribution in April. There will be a maximum of 3 non-competing promotional materials per quarter. This will be on a first come, first served basis.

Pricing: 1 Quarter (January - March, April - June, July - September, October - December) \$600, One Year \$2000.



**** All prices subject to change. Please inquire with the Nantucket Chamber to get final information.*