



Sun Prairie Chamber of Commerce Advertising Programs



109 E Main St., 837-8765 spchamber@frontier.com

Newsletter Advertising

Newsletter	Twelve Months	Six Months (designated in advance)	Three Months (designated in advance)	Open Rate (one time insertion)
FULL PAGE: 8.5"X11"	\$70/month	\$90/month	\$105/month	\$125/month
HALF PAGE: 6.5"x4.5"	\$50/month	\$55/month	\$60/month	\$70/month
QUARTER PAGE: 3 1/4" x 4.5"	\$25/month	\$30/month	\$35/month	\$40/month
EIGHTH PAGE: (business card size) 3 1/4" x 2 1/4"	\$10/month	\$15/month	\$20/month	\$25/month

The Sun Prairie Chamber of Commerce members may place full color ads in the monthly newsletter or flier. Ads printed from a color file will be printed in black and white. Rates are based on ad size and number of times you commit to run within the year (copy may change from issue to issue). If you need an ad designed for you, we will quote you a design cost separately.

Guidelines are:

- Ad copy is limited to promotion of the business/organization only.
- No ad can suggest any type of endorsement by the Sun Prairie Chamber of Commerce; endorsement examples: 'sponsored by the Sun Prairie Chamber of Commerce', 'offered by the Sun Prairie Chamber of Commerce' etc.
- The Chamber of Commerce reserves the right to approve/disapprove ads.
- A proof/copy of the insert must be received by the Sun Prairie Chamber of Commerce by the 15th day of the preceding month for approval for newsletter ads. (ie: Jan. 15th for inclusion in February newsletter). Please inquire about flier advertising.

Ad copy e-mailed in Word, PDF, JPEG, or Publisher. Submit electronically to spchamber@frontier.com

Website Advertising

Specifics are:

Ads are limited to promotion of the business/organization only. No ad can suggest any type of endorsement by the Sun Prairie Chamber of Commerce

The Chamber reserves the right to approve/disapprove ad copy. Advertising fees are payable in

advance per invoice. Priority will be given on a first-come, first-served reservation basis to Members. Ads must be submitted in PDF or JPEG format - high resolution please.

Home Page Advertising:
Five ads per month. Our website received 3,002,762

hits in 2018.

Size: One inch high by 2 inches wide. (we can resize ad to fit) All ads are hyperlinked to your company website.

Pricing: \$150 month, \$375 per quarter, \$1000 per year

Biz Blast Mass E-Mail Promotion

Limited to four ads per Biz Blast. Member businesses will have 3 of the 4 quarter page size spaces. Member non-profit entities for community announcements will have one quarter page space at no cost if one ad is sold to a business. The non-profit/community space may not benefit any private, for-profit company.

Fee is \$25 for a text only quarter page business space (3.5" x 4.75"), or, \$50 for quarter page, full color ad (3.5" x 4.75") with weblinks, photos, business logo etc. submitted in JPEG format

Members can purchase up to three ad spaces (text or graphic) per month if not previously reserved. Ad size will be adjusted as two-thirds page (7.0" x 7.0") for 3 ad spaces. Biz Blast is sent the second Friday of the month (flexibility with this).

Deadline is the last Friday of the previous month for message submission and payment. First come, first served reservation for both Member businesses and non-profits. Must be business related or, for non-profits for community benefit – no private entries.

Chamber Members can opt out of receiving Biz Blasts. Members can purchase more than one Biz Blast per year if space isn't sold to members who have not had the opportunity to participate.

Biz Blast will be sent only if at least one paid (Member business) ad is sold/secured.

Only Chamber Members may participate.