



WILMINGTON CHAMBER OF COMMERCE

2020 DIGITAL ADVERTISING RATES
UPDATED JAN 2020



Generate brand exposure, increased visibility, and traffic for your business by advertising with the Wilmington Chamber of Commerce. Offered exclusively to members, your ads will be broadly visible to business leaders and professionals throughout the region.

Wilmington Chamber of Commerce
1 Estell Lee Place
Wilmington, NC 28401
wilmingtonchamber.org

Megan Mullins
VP, Marketing & Communications
910. 762.2611 ext 216
mullins@wilmingtonchamber.org

Chamber Website: Homepage

Advertise on the Chamber's newly designed website - www.wilmingtonchamber.org - and align your company with the region's premier business organization. Averaging more than 88,000 pageviews and 35,000 sessions per year, the Chamber website offers unique advertising opportunities to its members.

Full Width Banner Ad
720 x 90

Square Ad
300 x 250

“People share, read and generally engage more with any type of content when it's surfaced through friends and people they know and trust” ”

- Malorie Lucich, Facebook

Advertising Requirements

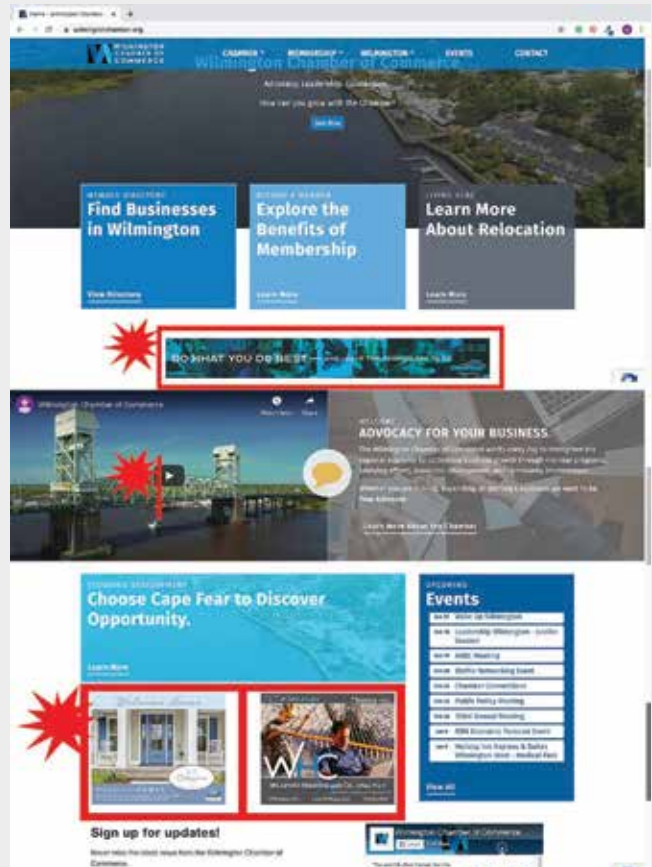
Image Files: 300 dpi .JPG or .PNG

Ad Reservation: Space reserved at least 2 weeks prior to run date.

Ad Submission: Artwork received at least 1 week prior to run date.

For more information, contact Megan Mullins at 910.762.2611 x 216 or mullins@wilmingtonchamber.org to book your advertising.

Homepage



Full Width Banner Ad
Size: 720 x 90

Square Ad
Size: 300 x 250

Displayed on each page of chosen section with link to advertiser-provided URL (2 ads per section available)

- Homepage
- About
- Business Directory
- Leadership Wilmington
- Membership Tiers
- Relocation Resources
- Demographics & Statistics
- Business Resources
- Ambassadors
- Advocacy & Legislative Agenda

Cost:

Homepage:

- \$500/1 month
- \$1,200/3 months
- \$2,200/6 months
- \$4,000/12 months

Interior Pages:

- \$400/1 month
- \$900/3 months
- \$1,700/6 months
- \$3,000/12 months

Chamber Newsletter

Sent weekly on Mondays to over 3,500 chamber members, The Chamber's weekly newsletter includes an update from our President as well as regional and Chamber news, programs, and event information. The newsletter also breaks down the current issues at the federal, state, and regional levels. This highly-regarded email maintains an average **open rate of 32%** and a **click-through rate of 7%**.

Email advertising in this newsletter allows you to target our region's top business leaders, representing a diverse set of industries, with email advertising focused on your organization.

Premium Banner Ad 1200 x 240

Premium Ad (1 available)

Size: 1200 x 240 pixels

\$130/1 week

\$470/1 month

\$1400/3 months

\$5200/12 months

Advertising Requirements

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Homepage

The screenshot shows the homepage of the Wilmington Chamber of Commerce. At the top, there is a 'WILMINGTON' header and a 'WEEKLY UPDATE' banner with a large 'W' logo. Below the banner are social media sharing options for Facebook, Twitter, and LinkedIn. A prominent advertisement for 'FLUX AUDIO/VIDEO' offers services like photo and video restoration, with a '25 Years' anniversary logo. The main content area features a 'President's Report' by Natalie English and a section for 'Upcoming Events'. Two events are highlighted: the 'RSM Economic Forecast Event' on Thursday, January 9th, and the 'Bristol Group: Business Value Breakfast Workshop' on Wednesday, January 22nd. At the bottom, there are two more event banners: 'Minority and Women-Owned Business Fair' and 'Chamber Connections'.



wilmington chamber of commerce

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