

2018 Marketing Menu



Digital Advertising

- Enhanced Member Directory Listings
- Website Banner Ads
- E-Newsletter Banner Ads
- Chamber Office Digital Ads

Print Advertising

- Insert in new member and renewal letters
- Advertising opportunities in Business & Community Resource Guide and Event Programs

Sponsorship Opportunities

Showcase your business to Chamber members and the community through event sponsorships. Contact events@southtampachamber.org to request a sponsorship package for any of these signature events!

- Breakfast with the Mayor
- Business of the Year Awards
- Annual Meeting
- Taste of South Tampa
- New Teacher Welcome Breakfast
- Business Expo
- Fall Golf Classic
- Monthly Luncheons
- Good Morning South Tampa
- Finally Friday Happy Hour

Think Outside the Box

The South Tampa Chamber offers unique marketing opportunities throughout the year. We also welcome new ideas for how we can feature our members!

- Donate items for event goody bags
- Give a logoed item or coupon for our New Member Gift Packets
- Your idea here...

Member Only Freebies

The STCOC website currently gets over 5,000 views per month! Here are a few ways your business can be noticed on our website - for FREE! Hot Deals, Member News and Jobs are also posted on our social media accounts. Events are posted in our weekly E-newsletter.

- Hot Deals - Offer promotions, specials and discounts for your business through online "Hot Deals" advertisements
- Member News & Announcements - Members may post press releases and company news on the Chamber website
- Event Postings - Post your company or non-profit events on our Community Calendar
- Job Board - Are you hiring? Post your job opportunities on our website.

Contact (813) 637-0156 or marketing@southtampachamber.org for more information.

Enhanced Business Profile

Enhanced online business profiles include logo, photos, video, longer business description, additional key words, map pin placement and premier "Pop to the Top" placement in your category with logo, extended description and quick web-link button.

Enhanced web listings are available for \$120 per year.

The image shows a screenshot of a website for Brandtastic, a marketing agency. The website has a dark header with navigation links: About, Join, Member Center, Business Directory, Events, What's New, and Living Here. Below the header, there's a sub-header: Website Design and Development | Marketing, Advertising and Public Relations. The main content area features a large graphic of a rocket with the text "Rocket Your Results" and "Fire Up Your Marketing!". Below the graphic, there's a list of services: Web Design | Public Relations | Branding | SEO | Social | Content | Photography | Print. On the left side, there's a contact section for Brandtastic, including their logo, a "Visit Website" button, a "Request Info" button, their address (620 E. Twiggs St., Ste 200B, Tampa, Florida 33602), phone number (813) 441-0275, and social media links for LinkedIn and Facebook. Below the contact section, there's an "About Us" section with a brief description of their services. On the right side, there's a "Media" section with a video player showing a presentation titled "10 Steps to Better Web Marketing Tampa FL" with the text "SEO IS ESSENTIAL" on the screen.

Contact (813) 637-0156 or marketing@southtampachamber.org for more information.

Website Banner Ads

The STCOC 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 advertising packages also include a complimentary enhanced business profile and top placement for your business directory profile in your category.

Website Home Page: 6 months @ \$600 | 12 months @ \$1000 (Only 3 available)

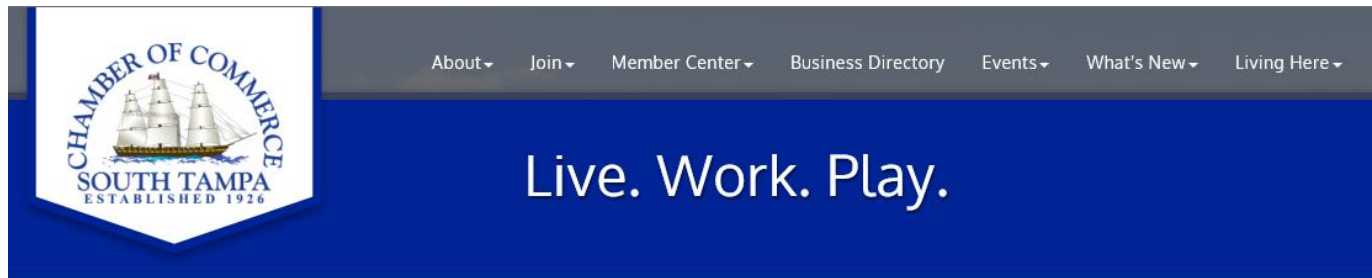
Includes: Your company banner ad on the Homepage of the Chamber website, banner ad on your Business Category page, Enhanced Business Profile and “Pop to the Top” for your category listing with enhanced search results summary.

Business Directory Page: 3 months @ \$200 | 6 months @ \$400 | 12 months @ \$800 (Only 3 available)

Includes: Your company banner ad on the Business Directory page of the Chamber website, banner ad on your Business Category page, Enhanced Business Profile and “Pop to the Top” for your category listing with enhanced search results summary. *Additional banners are available for the Membership Application, Hot Deals, Job Board and Member News pages.*

Business Category Pages: 3 months @ \$150 | 6 months @ \$250 | 12 months @ \$400 (Only 3 available, per category)

Includes: Banner ad on your Business Category page, Enhanced Business Profile and “Pop to the Top” for your category listing with enhanced search results summary.



E-Newsletter Banner Ads

Tampa Chamber’s E-Newsletter is distributed each Monday morning to Chamber members, local businesses, government officials, media outlets and those who want to be “in the know” about South Tampa and our community. We currently offer 3 banner ads per issue.

Top Ad Placement: 1 month (4 newsletters) @ \$200 | 3 months (12 newsletters) @ \$500

Second Ad Placement: 1 month (4 newsletters) @ \$100 | 3 months (12 newsletters) @ \$250

Bottom Ad Placement: 1 month (4 newsletters) @ \$50 | 3 months (12 newsletters) @ \$125

Marketing Order Form

Please provide the below information and submit your signed form and artwork to marketing@southtampachamber.org to purchase your advertising investment. Spots will be filled on a first come, first served basis. You will be invoiced upon receipt of this form.

- Payment must be made in full before advertising will be placed on website/in newsletter.
- It is the responsibility of the member to update your profile information and provide content including logo.

Name: _____

Business: _____

Phone: _____ Email: _____

Annual Advertising:

- Enhanced Profile Listing @ 120 per year
- Insert in New Member and Renewal Letters @ \$600 per year

Website Banner Ads:

All ads and logos should be provided in .jpg format, 480 pixels wide by 60 pixels tall.

- Website Home Page: 6 months @ \$600
- Website Home Page: 12 months @ \$1000
- Business Directory Page: 3 months @ \$300
- Business Directory Page: 6 months @ \$450
- Business Directory Page: 12 months @ \$800
- Business Category Pages: 3 months @ \$150
- Business Category Pages: 6 months @ \$250
- Business Category Pages: 12 months @ \$400

E-Newsletter Banner Ads:

All ads and logos should be provided in .jpg format, 360 pixels wide by 100 pixels tall.

- Top Ad Placement: 1 month (4 newsletters) @ \$200
- Top Ad Placement: 3 months (12 newsletters) @ \$500
- Second Ad Placement: 1 month (4 newsletters) @ \$100
- Second Ad Placement: 3 months (12 newsletters) @ \$250
- Bottom Ad Placement: 1 month (4 newsletters) @ \$50
- Bottom Ad Placement: 3 months (12 newsletters) @ \$125

Office Digital Ads:

All ads and logos should be provided in .jpg format.

- (3) Months @ \$225
- (6) Months @ \$300
- (12) Months @ \$500

Requested Month(s): _____

Signature: _____ Date: _____

Printed Name: _____