

Chamber Marketing Checklist

| Promotion | Cost | Reservation Due | Marketing Materials Due | Submission/Format |
|--|---------------------------------------|---|---|---|
| Website and Weekly E-News Emails | | | | |
| Announcement: included in our E-news and on our website. | | | Monday of the week you'd like it to run | Email your announcement to jd@burlington-chamber.com Text-only, we need to be able to copy and paste the whole text into our web editor |
| Event on our web calendar: included in our Monday event email. A selection of web calendar events are added to our printed newsletter | | | Wednesday, 3 Weeks before the week of the event | Just go to to " https://www.burlington-chamber.com/events/public-submission " to submit your event |
| E-news Sponsor: your image at the top of the chamber E-news. If you buy 12 weeks, 2 are included at no additional cost. | \$50 per week | Spots are available on a first come, first serve basis | 1 week before you'd like ad to run | 445px by 225px .png or .jpg image file with web link emailed to jd@burlington-chamber.com |
| Web Sponsor: a banner ad on the Chamber Site that will lead visitors to your website or social media. The Chamber gets an average of 3800 web browsing sessions a month. | \$100 for 1 month | | 1 week before you'd like ad to run | Varies based on placement, email jd@burlington-chamber.com for details |
| Print Newsletter | | | | |
| Newsletter Event Insert: We'll include your event on our printed newsletter event insert | | | The 3rd Wednesday of the month, the month before your event | Just go to to " https://www.burlington-chamber.com/events/public-submission " to submit your event |
| Newsletter Insert: 8.5" by 11" insert in our printed newsletter to be mailed to all 355 of our members. | \$85 | The 15th of month prior | 3rd Friday of the Month prior | 355 copies of 8.5" by 11" inserts dropped off at the Chamber office. Inserts can be color, black and white, double-sided |
| Newsletter Sponsor: includes your choice of a ½ page ad or cover article for a single month | \$100 | The 15th of month prior, limit 1 per month, first come, first serve | 3rd Wednesday of the Month prior (Same day as the Chamber Luncheon) | 8" by 5" ad in .png, .jpg or .pdf format or high-res photos and text assets emailed to jd@burlington-chamber.com |
| Newsletter Ad: Ad in our newsletter which runs for a year, great for getting your brand in front of chamber members month after month. | \$350 or \$800 (\$30 or \$67 a month) | | 3rd Wednesday of the Month prior (Same day as the Chamber Luncheon) | 2.5" by 1.5" business card ad or 5.25" by 4" 1/4 page ad in .png, .jpg or .pdf format emailed to jd@burlington-chamber.com |
| Social Media | | | | |
| Social Media Posts: Tag the chamber in a Facebook Post or Tweet, and we will share it on our page | | | | |
| Facebook Events: Add the Chamber as a co-host for your Facebook event, or email the link to jd@burlington-chamber.com and we'll add it to our Facebook page. | | | | |
| Hot Deals | | | | |
| Tourist Discounts: Send discounts for people visiting Burlington to jd@burlington-chamber.com and they'll be added to VisitBurlingtonWA.com | | | | |
| Hot Deals/Member to Member Deals: To post member to member deals and consumer deals on our website, contact jd@burlington-chamber.com to help you set up a Member Information Center login (MIC) | | | | |
| Job Postings | | | | |
| To post job listings on our site, contact jd@burlington-chamber.com to help you set up a Member Information Center login (MIC) | | | | |
| Ribbon Cutting/After Hours | | | | |
| The Chamber can set up Ribbon Cuttings and After Hours at member businesses. Contact steph@burlington-chamber.com for details. | | | | |
| Event Sponsorship | | | | |
| Contact steph@burlington-chamber.com for details on how to sponsor chamber event such as the monthly Chamber Luncheon, Berry Dairy Days, The Awards of Excellence, and the Fairhaven Tree Lighting | | | | |