



LEAD

CONNECT

INNOVATE

2010 Marketing Opportunities Guide

member-exclusive sponsorship, advertising and public relations opportunities



THE LANCASTER
CHAMBER
OF COMMERCE & INDUSTRY

100 South Queen Street, Lancaster, PA 17603
717.397.3531 • lancasterchamber.com



THE LANCASTER
CHAMBER
OF COMMERCE & INDUSTRY

An Investment that Exceeds its Marketing Value

Dear Chamber Member:

The Lancaster Chamber of Commerce & Industry is your way to connect to the County's most influential people and organizations. With more than 2,600 member companies, your brand association with The Chamber will be noticed by area CEOs and key decision-makers.

Despite challenging economic times, organizations continue to see the benefit of partnering with The Chamber. In 2009, thousands of business professionals attended our events and programs and thousands more received our monthly and weekly electronic publications.

In 2010, The Chamber will offer dozens of opportunities for you to promote your company through print and online advertising, direct mail and event sponsorships.

Take the opportunity to review the information enclosed with your company's marketing decision-makers and let us know how we can help you meet your marketing objectives. Contact Jessica Sparkes at 717.397.3531 or jsparkes@lancasterchamber.com for more information.

Sincerely,

Cheryl Irwin, Vice President
The Lancaster Chamber of Commerce & Industry

Front cover:
Tina Ator of The Olde Mill House Shoppes
Photograph by Eric Forberger Photography



LEAD

Initiative Investments are designed for visionary companies interested in the highest levels of support and recognition.

The following leadership programs and initiatives are designed for businesses and individuals who want to take an active role in shaping Lancaster County.

Your company will demonstrate its commitment to excellence and advancement and will be recognized as a leader through year-round visibility at Chamber events and in Chamber publications.

Signature Investor

(Annual Dinner - Spring 2010, Membership Picnic - June 2010 and Business Expo and Mixer - October 2010)

Signature Investors have the unique opportunity to gain prominent visibility among audiences of The Chamber's most well-attended networking events, from our celebrated annual gala, the Annual Dinner, to the casual and anticipated Membership Picnic.

While there are opportunities to customize your own level of commitment, we recommend the following:

Level One:

Investment: \$6,000

Investor recognition at Signature events:

- Ten tickets (one table) to the Annual Dinner
- Two tickets to the Membership Picnic
- One "inside-the-row" exhibit space with preferential selection at Business Expo
- Two tickets to the Business Expo Preview Mixer
- Highlighted listing in Expo program
- Company banner prominently displayed at the Expo and Membership Picnic
- Company name in Annual Dinner program
- Company name displayed on screen during dinner at Annual Dinner
- Pre-printed Investor name badges for you and your guests at Annual Dinner

Investor recognition in Signature event promotion:

- Color logo with link on online event calendar page for Membership Picnic, Business Expo and Annual Dinner
- Company name with link on online enews page for Membership Picnic, Business Expo and Annual Dinner
- Color logo with link in The Chamber's Membership Picnic and Business Expo evite

Year-long advertising and marketing opportunities:

- Color banner display ad with link in The Chamber's weekly enewsletter (based on availability).
- Quarter-page ad in The Chamber's print newsletter (April, June, September and October)
- Color display ad with link on The Chamber's website (based on availability).

Level Two:

Investment: \$4,000

Investor recognition at Signature events:

- Ten tickets (one table) to the Annual Dinner
- Two tickets to the Membership Picnic
- One "inside-the-row" exhibit space with preferential selection at Business Expo
- Two tickets to the Business Expo Preview Mixer
- Highlighted listing in Expo program
- Company banner prominently displayed at the Expo and Membership Picnic
- Company name in Annual Dinner program
- Company name displayed on screen during dinner at Annual Dinner
- Pre-printed Investor name badges for you and your guests at Annual Dinner

Investor recognition in Signature event promotion:

- Color logo with link on online event calendar page for Membership Picnic, Business Expo and Annual Dinner
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- Color logo with link in The Chamber's Membership Picnic and Business Expo evite

Advertising Investor

(Advertising vehicles – *The Lancaster Chamber News* - monthly, *The Chamber Enews Extra* - weekly, Member Marketplace and lancasterchamber.com).

Invest in your company with a year-long advertising package targeted to Lancaster County's top business and community leaders. Advertising Investors enjoy the convenience of strategically designed advertising packages. Frequency discounts, otherwise only applicable to a specific advertising option, are applied to these multi-advertising vehicle investments exclusively for our Investors.

Advertising Investor packages need only to be customized according to the timing most appropriate for your business' marketing campaign. Availability is on a first-come, first-served basis.

While there are opportunities to customize your own level of commitment, we recommend the following:

Level One (six months):

Investment \$6358

- Two ½ page ads, *The Lancaster Chamber News*
- Four ¼ page ads, *The Lancaster Chamber News*
- Two months online display ad, lancasterchamber.com homepage
- Four months online display ad, lancasterchamber.com interior pages
- Six Member Marketplace inserts
- Fourteen-week display ad, *The Lancaster Chamber Enews Extra* (top placement)
- Ten week display ad, *The Lancaster Chamber Enews Extra* (bottom placement)

Level Two (three months):

Investment \$3,399

- One ½ page ad, *The Lancaster Chamber News*
- Two ¼ page ads, *The Lancaster Chamber News*
- One month online display ad, lancasterchamber.com homepage
- Two months online display ad, lancasterchamber.com The Chamber section
- Three Member Marketplace inserts
- Eight week display ad, *The Lancaster Chamber Enews Extra* (top placement)
- Four week display ad, *The Lancaster Chamber Enews Extra* (bottom placement)



CONNECT

An increasingly important component of many of today's most savvy companies, event and program sponsorships marry public relations and traditional promotion for a highly effective way to reach key audiences and reinforce your brand.

Our connection programs are great for start-ups and young businesses as well as established firms focused on growth. Within any business, sales, marketing and development professionals will benefit from The Chamber's many networking opportunities.

Event and Program Sponsorships

Event sponsorships marry traditional advertising and public relations benefits in a unique package available exclusively to Chamber members. Many of our sponsorships include advertising opportunities such as direct mail, print and online advertising. And, on the PR side, nearly all of our sponsorships include complimentary tickets to the sponsored event, an opportunity to address the audience on behalf of your organization, and a variety of additional event-based visibility. Not to mention, the intrinsic value present for member businesses who demonstrate their support of The Chamber and its commitment to the community through their sponsorship investment.

To learn more about any of the following events and sponsorship benefits, please contact Jessica Sparkes at jsparkes@lanasterchamber.com or 717.397.3531.



Keynote Speaker T. Boone Pickens and Chamber President Tom Boldrige at 2008 Annual Dinner
Photograph by Fine Line Photography

"Although we've been Chamber members for nearly 20 years, this was the first year we participated in the Business Expo. With the economic crisis we're all facing it provided an excellent resource for us to make contact with our local market and get our name out in front of potential clients with reasonable cost. It was a great success for ACI and the new Convention Center provided the perfect venue. There is no doubt we'll be at the Expo again next year."

- Kevin M. Hirst, ACI Construction



Event and Program Sponsorships

Ag Issues Forum, January to December Investment: \$1,500

Ag Issues Forums have been a staple in the agriculture community since 1989. The Chamber facilitates the Forums and provides the latest in agricultural news and networking to audience of 40 + agricultural leaders each month.

Agriculture Industry Banquet, November

Investment range: \$300 - \$3,000
The largest Chamber banquet in Pennsylvania honoring the agriculture industry, the Banquet is typically highlighted by a keynote address from a well-respected figure in the agriculture community. Approximately 600 individuals working in and in support of the agriculture industry in Lancaster County attend.

Annual Dinner, Spring

Investment range: \$2,450 - \$12,500
The Chamber's signature event, the Annual Dinner provides a unique forum for thousands of business and community leaders to share an evening of networking and business-building not readily found elsewhere in the region. This major fundraising event supports The Chamber's year-long community agenda.

Legislative Issues Forum at the Expo, October 21

Investment: \$2,000
The Forum plays host to Lancaster County's elected delegation and more than 100 area business professionals working in mid-management to executive-level positions. The event includes a panel discussion of timely and relevant business issues and a question-and-answer session.

Business Expo, October 21

Investment range \$600 - \$4,100
The Chamber's Business Expo is a one-day exhibition of 200+ area companies showcasing their latest products and services to more than 1,000 business professionals. The Expo provides an important venue for exhibitors to better understand their customers' needs and showcase their products and services, and for savvy professionals to conveniently and efficiently educate themselves about products available in the marketplace prior to the purchasing phase.

Business Leaders' Forum at the Expo, October 21

Investment: \$3,500
In conjunction with The Chamber's Business Expo connecting 200 companies and 1,000 business professionals, the Forum rounds-out this day of relationship-building and networking by offering a keynote speaker to provide insights and best practices for CEOs and management teams.

Business Sustainability Event, April

Investment range: \$250 - \$5,000
Formerly known as Spring into Wellness, this event has expanded its focus from workplace/employee wellness, to the environment and sustainability. This day-long event introduces new ideas and strategies to assist attendees with the three "P's" of sustainability – people, planet and prosperity. An anticipated 250 human resources professionals and company's executive leadership will have the opportunity to hear from a keynote speaker, attend a variety of workshops and visit an exhibition area.

Excellence Exchange, bi-monthly

Investment: \$2,000

Per session, an average of 125 performance-minded professionals in mid- to senior-management positions are afforded the opportunity to learn from local and regional noteworthy business leaders as they share best practices from within their own organization.

Family Farm Days, June

Investment range: \$300 - \$1,000

Family Farm Days educates more than 10,000 members of the non-farming community about the every day details of farming and the positive impact farming makes on business, nutrition, the environment and more.

Maximum Impact® Simulcast, May 7

Investment range: \$500 - \$3,500

A professional development event chocked full of nationally-recognized authors, business leaders and inspirational personalities, the Simulcast affords hundreds of area business professionals, from CEOs to mid-management, the opportunity to hear from a multitude of popular speakers on a variety of topics in one place and on one day.

Membership Picnic, June 24

Investment range: \$450 - \$4,500

Our signature summertime event, the picnic draws a crowd of approximately 700 business professionals. Businesses are encouraged to use the picnic as their own company picnic. As a result, it is common for multiple employees from any given company to attend.

Mixers, January to December,* monthly

Investment: \$350

Mixers, unique to their host, are never the same event twice. On average, 200 business professionals attend a mixer and look forward to the casual, relaxed and fun networking opportunity they provide.

* Now confirming sponsor hosts for 2012.

Professional Development Training, every Friday

Investment: \$250

An opportunity for business professionals to share their knowledge, expertise and best practices with fellow members. These sessions will be held every Friday, and all individuals interested in presenting must complete a formal speaker proposal, which includes an application, their program outline and presentation, to Chamber staff for consideration.

Professional Women's Forum, October 8

Investment range: \$500 - \$5,000

A day of professional development designed specifically for businesswomen. The Forum is highlighted by a keynote address from a regional and noteworthy businesswoman and breakout sessions tailored to women in executive and mid-management to entry level positions. On average, 300 women attend.

Small Business Event, September

Investment range: \$500 - \$2,500

This event is an opportunity for small businesses to make connections with their peers, pitch their services to larger businesses and attend professional development sessions.

State of the County, November

Investment: \$3,000

While the style of the program and presenters may vary from year to year, this event is always well attended (more than 300 community-minded professionals) and the scope of the presentation is always focused on the future and the positive role the business community can play in building Lancaster County as a model of prosperity.

Wake Up to the Issues Forum, bi-monthly

Investment: \$2,000

With a primary focus of keeping business leaders informed on legislation that affects their business and keeping them in touch with those who set regulations, forums draw an average of 75-100 senior management to executive-level business professionals to each session. Topics are always current and relative to the business climate.

Workers' Compensation Forum, bi-monthly

Investment: \$1,250

These forums bring together human resources professionals, insurers and attorneys to hear best practices on topics related to workers' compensation claims.



"Through its Wake Up to the Issues Forum, The Chamber provides a great opportunity to influence decisions that impact our overall success in the marketplace and the quality of life for our families."

- John Levitski, PPL Electric Utilities Inc.

"I appreciate The Chamber's commitment to the professional development of women. Women in Business programs have helped hundreds of us continue our informal education and expand our professional skills."

- Kim R. Smith,
Hartman Underhill & Brubaker LLP



Event and Program Sponsorships

Special Interest Groups

To ensure The Chamber is meeting the needs of its many segments, we've established special interest groups that allow for attendees to network, exchange ideas and learn new business concepts and strategies.

- **Employee Ownership Roundtable**
- **Global Market Roundtable**
- **Information Technology**
- **Manufacturers Advantage Group**
- **Small Business/Entrepreneur Group**

Employee Ownership Roundtable, semi-annual

Investment: \$250

An opportunity for employee owned businesses to come together to learn and share best practices, discuss the benefits of an employee owned business, gain an understanding of succession planning, discuss acquisition strategies and more.

Global Market Roundtable quarterly

Investment: \$500

Business professionals who import, export or provide services to international businesses gather together to share, discuss and learn the latest best practices, network and more. Each session is topic driven and gives attendees an opportunity to share their successes and challenges.

Information Technology Roundtable, bi-monthly

Investment: \$750

IT professionals gather together to share, discuss and evaluate the latest products, technology, best practices and more. Each session will feature a topic relevant to IT professionals and give attendees an opportunity to share their successes and challenges.

Manufacturers Advantage Group, quarterly tours

Investment: \$1,250

At each tour, approximately 50 business professionals from the manufacturing industry come together to learn best practices through discussion and company tours. The program will provide an opportunity to hear from leaders in the industry.

Small Business/Entrepreneur Group, monthly

Investment: \$2,500

The Group supports the continued growth and profitability of small business enterprise, which makes up 90% of Chamber membership. The group will feature professional development for individuals to enhance their career through targeted "Business 101" sessions, as well as networking events.

Sustainable Business Practices Group bi-monthly

Investment: \$750

The Sustainable Business Practices Group is an opportunity for business professionals to share, discuss and learn ways to help their business and the community at large take steps to be more prosperous and sustainable. Each session will be topic driven and feature on site tours of companies that have incorporated sustainable practices.

Women in Business Group, bi-monthly

Investment: \$2,000

The Group provides growth-minded professional women with a friendly and welcoming environment where they can network and share ideas. Businesswomen will have a chance to hear best practices from fellow professionals during professional development luncheons and/or grow their business contacts during after-hour networking sessions.



INNOVATE

As Lancaster County's leading business organization, The Chamber is an important resource for business and community decision-makers, as well as area residents and newcomers.

Our innovative offerings benefit any business looking to work smarter. For a cost-effective marketing mix, consider the many respected publications and resources offered by The Chamber to get your marketing message directly in the hands (or email inbox) of some of the area's most sought-after audiences.

Print

The Lancaster Chamber News, monthly Investment range: \$124 - \$650

The *Lancaster Chamber News* is a 16-page, two-color newsletter distributed to 3,400 business professionals each month. **The newsletter is available in print and in an interactive electronic format.** Content includes legislation affecting our business climate; Chamber-hosted events and professional development opportunities; and the business community's role in broader community issues. The newsletter also serves as a forum for business leaders to learn from their colleagues through our Best Practices column, which features the success strategy of a local business. A professionally-developed news piece, *The Lancaster Chamber News* has earned notoriety as a quality and reputable publication. Businesses looking to enhance their company image and build brand awareness should consider communicating their message through an ad in *The Lancaster Chamber News*. Although our newsletter is distributed exclusively to business professionals, companies marketing to consumers should not rule out *The Lancaster Chamber News* as a viable option for reaching potential customers. After all, business professionals are personal consumers, too.

THE LANCASTER CHAMBER
...at the center of a prosperous community.

lanlancasterchamber.com 717.397.5531

#3 Chamber Encourages Long-Term Solutions to State Budget
#4 Register Today for the Economic Frontier Breakfast
#8 Show Your Thoughts - Complete Online Membership Survey
#9 Members Drop Breaks from Chamber Menu
#11 Fairs Open in Parkways to Get Culture Going Again

NOVEMBER 2007

A letter from Chamber President

Electricity Deregulation to Become Effective January 1

Dear Chamber member:

In less than a month, your electricity bills are going to increase. This change has been 10 years in the making and will be significant. Yet, so much as we all know this is going to happen, I am convinced that many of you will not realize to the full impact of this change until you receive that first utility bill in the New Year.

Here's what happened and, more importantly, here's what you can do about it.

Ten years ago, our state legislature determined that we would be forced to allow all power for competitive energy electric utilities. The obvious thinking was that if we introduced competition into this marketplace, better prices would result.

However, the price that was realized in the energy sector that the state mandated that during the 10-year transition to a market economy, prices charged for the utilities would be capped - making them not of open with the market and more and more as time went on.

Now, 10 years after the state started this process and with deregulation upon us, the true relevance of the rate plan is working, competition does appear to be entering the marketplace; however, the market realities have dictated such that the marketplace is now...

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Last Chance to Register for the Agriculture Industry Banquet

Thursday, November 19
3 to 10 p.m.
Stony Ridge Banquet & Conference Center, 126 Truitt Drive, East Earl

It has never been more important to celebrate the success and resiliency of Lancaster County's agriculture industry and network with others who have shared your same experiences in the past year. With our expanded offer, farmers, business professionals and local officials in attendance, you will want to make being part of this great event.

The 10th annual Agriculture Industry Banquet seeks to inspire and encourage our agricultural community and its leaders through award presentations, updates and entertainment. The Group's Daily Award, which honors a resident of Lancaster County who has made a significant personal contribution to the agricultural community, will be presented by Steve Herberly, chair of The Chamber's Agriculture Committee. In addition, newly appointed state Secretary of Agriculture, Bruce Hunsicker and Land Use, County Extension Director at Penn State Cooperative Extension, will present the Century Farm and Biorenewal Farm Awards, honoring farming families that have successfully operated the same family farm for at least 100 and 200 years.

Debra of Herberly Farm Dining will speak on behalf of the Agriculture Committee and introduce the evening's program. Together with his own operations are a commitment to the best, using strength of one of local agriculture community business contributions to local and state agriculture like Herberly, Herberly and Herberly will have you feeling at home with a personal invitation for our agricultural leaders. The program will be hosted by Dr. Alan Blevins, a speaker from CNN New Zealand.

...continued on p.12

Commissioners and Lancaster City Mayor to Speak at State of the County

Monday, November 14
11:00 a.m. to 12:00 p.m.
Willsie Valley Banquet & Conference Center

For business leaders looking to stay informed of issues impacting their community and local business climate, The Chamber's annual state of the county dinner is an essential event. The event is scheduled for Monday, November 14 from 11:00 a.m. to 12:00 p.m. at Willsie Valley Banquet & Conference Center.

The event will feature Lancaster City Mayor Rick Case and Lancaster County Commissioners Timothy Weidner, Scott May and Craig Johnson, who will address the current condition of Lancaster County. The panel will share their vision on how the area is and how to create a more prosperous future. The Chamber has invited the top business and professional community leaders to attend and make the program more special.

The luncheon event is a great opportunity for business leaders to demonstrate their commitment to being engaged in building a more economically vibrant and prosperous community and to support business and community vitality.

The cost is priced at \$35 for Chamber members, \$60 for prospective members and will include a special lunch. Register at lanlancasterchamber.com "Calendar of Events" or see the Actual Live in this month's newsletter.

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Rates (based on a black and white single insertion in both print and online versions):

- \$650 - back cover - 3/4 page (7.75" w x 6.5" h)
- \$595 - inside front cover - 3/4 page (7.75" w x 6.5" h)
- \$595 - inside back cover - 3/4 page (7.75" w x 6.5" h)
- \$541 - 3/4 page (7.75" w x 6.5" h)
- \$462 - half page - horizontal (7.75" w x 4.75" h)
- \$462 - half page - vertical (7.75" w x 4.75" h)
- \$236 - quarter page (3.75" w x 4.75" h)
- \$124 - business-card size (3.75" w x 2.25" h)
- \$25 spot color flat fee (green - PMS 5757)

Deadline: First Friday of the month prior to issue
Distribution: First week of each month

Frequency Discounts:

- 10% off - three insertions
- 15% off - six insertions
- 20% off - twelve insertions

Lancaster County Life Magazine, annual Investment range: \$1,200-\$5,500 for display ads

A colorful, comprehensive profile of our community, *Lancaster County Life* receives rave reviews from our members each year. This publication serves as the definitive guide to living, working and playing in Lancaster County, offering companies from all industry sectors the opportunity to increase brand recognition and position themselves as a leading local company. This standalone magazine features Lancaster County business and industry; arts and entertainment; real estate and housing; and more. *Lancaster County Life* and its advertisers will reach Chamber member companies, newcomers, businesses relocating employees into the area and others. The magazine is published by Nxtbook Media, LLC and distributed electronically and through websites, unrestricted by quantity. A limited supply of print publications will be available for distribution upon request. The interactive publication includes page jumps, hyperlinks, email links, audio, video and rich media elements to enhance the reading experience. Ad sales are year-round; publication date is July. This digital magazine allows advertisers to change their ads throughout the year at no additional cost.

2008-2010 edition

Get to Know Us!
Key Information About Lancaster County's Business & Industry, Education, Healthcare & More

Choice Living
Housing & Real Estate
Municipal Information
Demographics & Area Map

Indulge a Little
Great Places to Dine & Shop
Things to See & Do

Direct Mail

Member Marketplace, monthly

Investment range: \$315 - \$355

(Member supplies 3,700 flyers to The Chamber)

The Chamber's monthly direct mail packet, Member Marketplace reaches 3,500 business professionals. Member Marketplace is distributed exclusively to Chamber members and contains promotional inserts from no more than 20 advertisers each month. Advertisers are required to provide The Chamber with 3,700 of their promotional inserts. Although inserts are typically 20 lb. copy paper, 8.5 x 11" inserts, we encourage our advertisers to think creatively and, as such, will do our best to accommodate an advertiser's insert no matter the shape or size*.

Businesses in highly competitive industries understand the challenge of differentiating themselves from the "other guy." These businesses also know better than anyone else just what sets them apart. Advertising in Member Marketplace allows companies the opportunity to share their message with a large business and consumer audience efficiently and cost-effectively. Member Marketplace is an ideal vehicle for extending special offers, sharing information on an upcoming promotion or providing in-depth information about your business, products and services.

Member Marketplace Insert Rates:

\$330 insertion

\$370 envelope ad

Deadline: Last business day of the month prior

Distribution: Approximately the 15th of each month

Frequency Discounts:

5% off – three inserts

10% off – six inserts

15% off - twelve inserts

*A nominal charge may be added to inserts weighing more than 8.5" x 11" of 20 lb copy.

Lancaster County Newcomer Guide & Directory

Investment range: \$75 - \$600

For just one low cost, you could get your company information into the hands of individuals and families who are relocating to the area or businesses transferring employees to the Lancaster County area.

The newly-designed Newcomer Guide & Directory is a comprehensive 8.5" x 11" booklet containing information pertinent to newcomers, such as school districts, healthcare providers, financial institutions, utilities and more; and advertisements from member companies. The Chamber's annual *Lancaster County Life* magazine will serve as an ideal companion piece to the Newcomer Guide.

In addition to print, the Newcomer Guide will be available on The Chamber's website. This new feature will allow soon-to-be residents to access your products and services directly, as ads will be linked to company websites. Ads may be in color for an additional fee of \$25 and changed quarterly in print and online per advertisers' request. All advertisers will receive eight free guides per month at their request.

Newcomer Guide & Directory Rates:

Back Cover - \$600 (includes a coupon ad)

Inside Front Cover - \$500 (includes a coupon ad)

Inside Back Cover - \$500 (includes a coupon ad)

Full Page - \$400 (includes a coupon ad)*

Half Page - \$250

Quarter Page - \$125

Coupon Ad - \$100

Biz Card - \$75

\$25 spot color flat fee

*All coupon ads will be placed on the back pages of the booklet.

Mailing Labels

No matter how terrific the design and message of a marketing or communications piece may be, it is only effective if it reaches the right audience. To this end, The Chamber is able to equip businesses with the targeted mailing lists they need via our database. With nearly 2,700 companies and more than 13,000 business professionals in our database, we can likely compile mailing labels aligned with the marketing objectives of your businesses.

Search criteria includes employee size, business category, township, zip code, telephone exchange, job title, gender and more. *Sorry, The Chamber does not sell email addresses or electronic versions of contact information.*

Mailing Label Rates*:

Customized labels:

50 labels or less = \$42.40	51-100 labels = \$63.60
101-250 labels = \$84.80	251-500 labels = \$148.40
501-1000 labels = \$254.40	1001-2500 labels = \$572.40
2501 labels or more = \$699.60	
Complete membership labels = \$503.50	

**All prices include S&H and PA state sales tax*



Online

lancasterchamber.com, 24/7/365

Investment range: \$110 - \$250

Banner Display Advertising

Newly redesigned in the Fall of 2008, The Chamber's Web site offers banner display ad space on its homepage and on its interior pages. Visitors to the site will find links to important business resources, access to contact information for nearly 2,700 member companies, easy and convenient training and event registration, plus global business news, member stock prices and critical information pertaining to The Chamber's business advocacy agenda. With new, enhanced features already underway for 2010, our website is sure to garner significant site traffic.

Banner display ad rates:

468 pixels w x 60 pixels h static or animated GIF

Enhanced listing specifications:

175 pixels w JPEG or GIF

50 to 60 word company description

Banner display ad rates:

Homepage – \$110/30-day display

Interior pages – \$155/30-day display

Frequency discounts:

10% – 90 days

15% – 180 days

20% – 365 days

Enhanced listing rates:

\$250/12-month contract

Deadline: 10 business days prior to display period

All banner display ads are active links to the advertiser's site and rotate. All advertisers are provided with statistical recaps including impressions and click-throughs at the conclusion of their display period.

Enhanced Business Directory Listing

For businesses that want to stand out in a list of their competitors or for businesses that find their name alone does not tell potential customers enough about all they have to offer, an enhanced listing is ideal.

All Chamber member businesses appear in our searchable online business directory with a standard listing. An enhanced listing advances a business' position in that list toward the top* and in, some cases, to the first position. An enhanced listing also provides for a 50 to 60 word description about the business, a company logo and a highlighted box around the entire listing. Enhanced listing advertisers are provided with a year-end statistical recap of the number of times their listing was displayed, an email was sent and how often their website was visited. **Placement of enhanced listing is on a first-come, first-served basis.*

Connections: A Business and Community Resource Guide/Membership Directory

Year-round and monthly

Investment: \$250-\$850 per issue; \$100-\$700 directory section per issue

Connections magazine is a digital-only monthly magazine published by The Chamber, in partnership with Nxtbook Media.

Each month, Connections features business insight through national stories and local feedback. The magazine is sent to thousands of email addresses and is posted on The Chamber website. Additional promotion occurs via social media platforms such as Twitter. Content of the magazine is optimized with audio, video and animation, and advertisers of the magazine benefit from detailed analytics.

Advertisers enjoy being part of a cutting-edge media that reaches thousands of business people in Lancaster County every month.

Every issue includes a full Chamber Membership Directory. Updated monthly, member listings are organized by category to encourage member-to-member purchases. Advertising in the Directory section is an ideal way to boost your company's visibility and gain company recognition. Members can also optimize their listings through a variety of enhancements certain to attract potential clients and customers.

The Lancaster Chamber Enews Extra, weekly

Investment range: \$125 - \$150

Delivered to subscriber inboxes every Tuesday, The Chamber's HTML formatted newsletter is designed to keep business professionals informed about business news, Chamber advocacy and community initiatives and Chamber events. Since its launch in January 2005, The Chamber's newsletter subscriber base has grown rapidly to more than 7,500 subscribers. And, the subscription list continues to grow as savvy professionals seeking business knowledge make The Chamber's newsletter part of their weekly routine.

Banner display ad space is available exclusively to a single business at the top or bottom of the page.* Each ad is an active link to the advertiser's site. The total number of click-throughs is provided to the advertiser at the conclusion of their

Businesses looking for new and innovative ways to build brand awareness, extend special offers to the business community or drive traffic to their site should consider adding this promotional tool to their mix.

* One banner and two block display ad spaces are also included in each newsletter. These display ads appear vertically, on the right hand-side of the page and are reserved exclusively for Chamber event sponsors and investors.



"For years FASTSIGNS has seen the value in building our brand through the many advertising opportunities offered to us by The Chamber. In particular, we find great value in the banner ad that runs on the website. With the amount of traffic on the site, our name is shown to remind sign buyers that we are here to provide solutions to their sign needs. We are also able to track our web traffic and see a pattern back to The Chamber website as the referring site. Thank you to Chamber for offering this affordable and valuable marketing tool."

- Ann Marie Hall, FASTSIGNS

Grand Opening and Anniversary Celebration Kit

Investment: Complimentary

This Kit was designed for businesses opening a new facility or celebrating a milestone anniversary. It includes mailing labels for The Chamber's Board of Directors and local legislators for the guest list, list of caterers and rental companies for food service needs and reminders of important, sometimes overlooked, details. We've also included local media contact information, along with tips on writing a news release. The Kit is available online and in print format. A pair of giant oversized scissors is available for the ribbon-cutting and, at a company's request, a member of The Chamber's senior leadership team will attend and say a few words at the event.

Member News, weekly

Investment: Complimentary

Part of The Chamber's weekly newsletter and Chamber website, Member News is a special section exclusively featuring the latest news from Chamber members. Content ranges from new hires to acquisitions and industry awards to grand openings and is read by The Chamber's 7,500 newsletter subscribers. Submitting company press releases for inclusion in Member News is an effective and convenient way to maintain a company's visibility in Lancaster County's business community while gaining recognition for its achievements. *Sorry, The Chamber does not promote member products, services or events in our Member News.*

Please note that due to limited space, not all items will be published. Photos will not be returned. To submit your press release to Member News email media@lancasterchamber.com or fax to 717.293.3159, Attn: Communications Department.

Online Job Postings

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As an added benefit of Chamber membership, we recently added an area on our redesigned website for Chamber members to post job openings in their companies. This section of the website provides members another venue to find the best and brightest employees. To have your company's open positions listed on lancasterchamber.com simply go to "Career Opportunities" under the "News, Information and Resources" tab on our site and submit your information.

"Precision Medical Products (PMP) has found The Lancaster Chamber's Job Posting section of their website a very useful tool! What a fast and easy way to post open positions! PMP posted several openings on this site and had immediate responses from quality candidates resulting in interviews. Once the opening was posted, responses were received the same day. What a great benefit for all Chamber members! In these extraordinary economic times, ways to save money are always on the minds of HR professionals. So having this new benefit included with the membership is not only a time-saving resource, but a valuable tool in recruitment."

- Denise L. DePaul, Precision Medical Products

Online Member Event Calendar

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Members have the privilege of promoting their programs, seminars and events held at their location, and the calendar is available for any visitor to see and learn about the variety of programs and seminars being offered by member companies. To have your company's events and programs listed on lancasterchamber.com simply go to the "Calendar of Events" tab on our site and submit your information.

Member-to-Member Offer Board

Chamber members can post discounts, specials and other offers they would like to extend to fellow Chamber members. Only Chamber members logged into the site will be able to see these specials.

Offer	Expires
Discount offer at Hess's Barbecue New Take Out Shop	Feb 7, 2009
Green Man Cafe	Nov 8, 2009
10% off Party/Wedding Planning	Nov 30, 2009
Holiday Car/Ptoure Special	Nov 30, 2009
Free Facial Tissue	Nov 30, 2009
Free review of your Accounts receivable process	Nov 30, 2009
10% Discount on Fall HomeWired Public Training	Dec 15, 2009
Free Carpet Cleaning!	Dec 23, 2009
Advance Direct Placement Discount	Dec 31, 2009
FREE SAMPLE WITH OVERVIEW OF LIFEFORCE	Dec 31, 2009
Need help with your Avaya telephone system?	Dec 31, 2009
FREE Phone System Upgrade	Dec 31, 2009
10% off hair color service 20% off hair salon smoothing service	Dec 31, 2009
Free vehicle installation of Panasonic Toughbook computers	Dec 31, 2009
Free Training - value \$300	Dec 31, 2009
Goodman Vending-Coffee-Tea-Cakeing-Specials	Dec 31, 2009
Take \$5.00 off first time orders	Dec 31, 2009
Call to You by Goodman Coffee Special	Dec 31, 2009
FREE SAMPLE #102...	Dec 31, 2009
Demp's Restaurant (Columbia Avenue), \$2.00 off \$15.00 purchase	Dec 31, 2009
SmileDirect Dental Plan	Dec 31, 2009
Free Sample & 20% OFF!	Dec 31, 2009
BRAND NEW #102-DISHESP?	Dec 31, 2009
\$10 off your Roll purchase	Dec 31, 2009
Customer Thank You \$10 off \$50 purchase	Dec 31, 2009
\$45.00 ONE HOUR HAIRDRESS	Dec 31, 2009
Breakout/Meal/Event Special Offer	Dec 31, 2009
K&W Engineers and Consultants to provide Weekend Services	Dec 31, 2009
FIGHTING WITH YOUR PHONE SYSTEM?	Dec 31, 2009
HAVE AN OLD VOICEMAIL SYSTEM?	Dec 31, 2009
Free CRM Account Analysis	Jan 1, 2010
Goodman Vending Free Lunch	Jan 1, 2010
Don't U want your HOLIDAY Event PROBLEM 2.0.	Feb 28, 2010
Electronic Medical Records Consultation	Nov 31, 2010

Online Member-to-Member Offer Board

Investment: Complimentary

Members are able to post online discounts, specials and other offers they would like to extend to their fellow members. Only Chamber members will be able to see these specials and take advantage of them. To have your company's discounts and offerings listed on lancasterchamber.com simply go to the "Marketplace" tab on our site and submit your information.

Online Request for Proposals

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This section encourages members to do business with other members by providing a venue for members to post requests for bids or proposals for work they are seeking from a vendor. Only Chamber members can sign in to this section to review the detailed requests and select which proposals they would like to respond to. To have your company's bids listed on lancasterchamber.com simply go to the "Marketplace" tab on our site and submit your information.

B2B Calendar

Chamber members have the privilege of posting information about their organization's programs, seminars and events. All visitors to the site can see the calendar listing and learn about the variety of programs and seminars being offered by member companies. Chamber companies are limited to 5 calendar listings per month.

Date	Event Description	Company
Nov 06	50th Anniversary Celebration	Olck Audio and Video
Nov 07	Care Four (see week month)	Community First Fund
Nov 07	Fundraiser for Local Police K-9 and Red Rose K-9 Rescue	Hess's Barbecue Catering
Nov 07	Wine and Cheese Train	Shrewsbury Rail Road Company
Nov 08	Bulk Clean and Laundry Trains	Lancaster Bible College and Graduate School
Nov 10	Home School Day	The National Train & Clock Museum/MUSCC
Nov 10	YWCA Study Circle on Racism	YWCA of Lancaster
Nov 10	Exercises & Audio's Seminar	Passant View Retirement Community
Nov 10	Financial Aid Information Session	Perin State-The Lancaster Center
Nov 11	Understanding the Customer	Vogel Marketing Solutions
Nov 11	ADVANCED SALES	AldenCOACH
Nov 12	ADVANCED SALES	AldenCOACH
Nov 13	Friends of the Fall Annual Celebration	Community First Fund
Nov 13	Choral Fantasy	Lancaster Symphony Orchestra
Nov 14	Yacht Inland in Chesapeake - All Aboard Tea	The National Train & Clock Museum/MUSCC
Nov 14	Wine and Cheese Train	Shrewsbury Rail Road Company
Nov 15	Fall Family Open House	The New School of Lancaster
Nov 18	WPA Welcomes The Guthrie Family Legacy Race Again	Whiteaker Center for Science and the Arts
Nov 17	YWCA Study Circle on Racism	YWCA of Lancaster
Nov 17	L&L-Chamber Chapter CDA Vendor Night	Lancaster Bible College and Graduate School
Nov 17	Degree Completion Information Session	Lancaster Bible College and Graduate School
Nov 18	Classroom Observation Morning	Sacramento Waldorf School
Nov 18	Marketing Class	Community First Fund

Member Marketing Profile

Please take a minute to complete this brief marketing profile for your business. In doing so, you will enable us to better serve your company's unique needs through sponsorship and advertising opportunities that fit your marketing objectives.

Please briefly describe your primary products or services.

Please describe your target audience.

How do you currently market or advertise your company's products or services?

Does your website play a significant role in your business? _____ Yes No
If yes, how?

When evaluating promotional opportunities, the following are most important...
(Please rank in order of importance with one being most important.)

- | | |
|----------------------------------|-------------------------|
| _____ Frequency | _____ Medium type |
| _____ Ability to share a message | _____ Brand recognition |
| _____ Targeted audience | |

My company's primary marketing objectives include... (Please check all that apply.)

Build brand recognition/awareness Image enhancement

Extend special offers Build market share

Introduce new products, services, lines of business or business partners

Other _____

Target a specific market/demographic _____

Name _____

Title _____

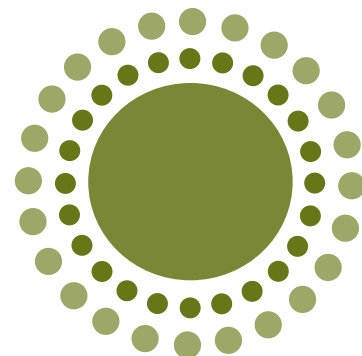
Company _____

Email address _____

Phone _____

I'd like someone to call me about marketing opportunities through The Chamber.

Please fax completed profile to 717.293-3159 Attention Marketing Department. If are interested in scheduling a meeting with a member of our marketing department, please contact The Chamber at 717.397.3531 or marketing@lancasterchamber.com.





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