



ADVERTISE WITH US!

DIGITAL ADVERTISING OPPORTUNITIES

Our variety of weekly email campaigns offer the opportunity for increased B2B visibility and brand recognition among over 19,000 subscribers.



AVERAGE OPEN RATE RANGE OF 18-22%
AMONG UNIQUE SUBSCRIBERS



OVER 4,000 - 5,000 VIEWS PER
EMAIL CAMPAIGN



AVERAGE AD UNIQUE CLICKS
RANGE FROM 8% TO 15 %

CHAMBER CAMPAIGNS

CHOOSE FROM THREE TYPES OF REGULAR CAMPAGINS

TUESDAY: CHAMBER DIGEST

A round up of Chamber activities, including Membership information, programs and events, and resources sent to all Chamber email subscribers (\$295/insert)

THURSDAY: INTEREST AREAS

Looking to get in front of a specific audience? Interest Area emails are sent to a specific audience to promote a Chamber service or program (\$155/insert)

FRIDAY: IMPACT REPORT

The latest news on advocacy efforts and community impact initiatives paired with need-to-know information relevant to the business community, sent to all Chamber email subscribers (\$295/insert)

AD INFORMATION

Digital ads are due to the Chamber *one week* before scheduled insert. Competitors will be monitored, but not guaranteed. Dates may be requested, but not guaranteed. If a scheduled date needs changed, advertisers will be notified 48 hours in advance.

Advertisers must provide an active link to the preferred site. Click-through stats are provided upon request. Frequency discounts are available: 10% off four insertions, 20% off eight insertions.

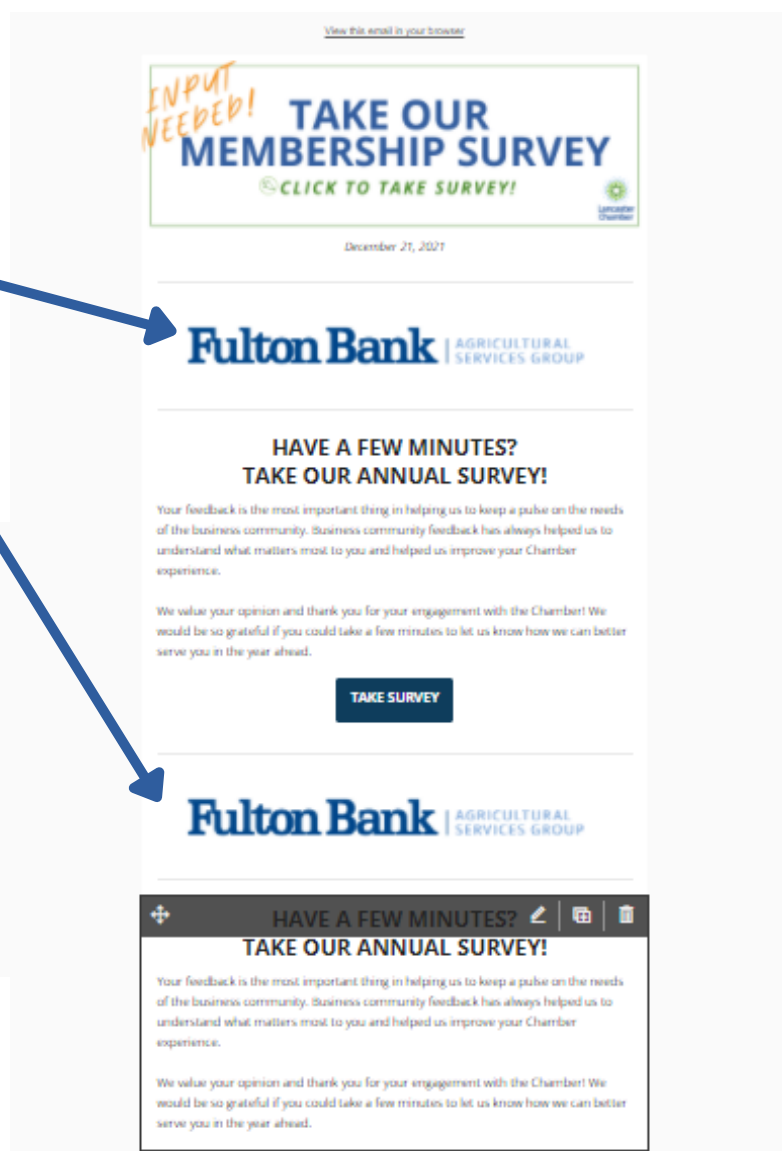
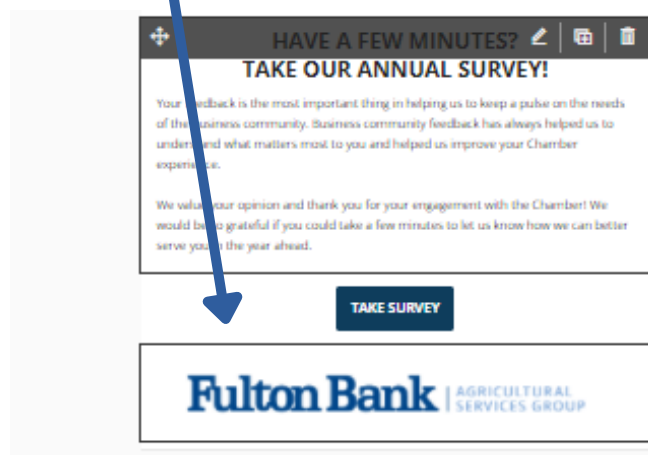
Disclaimer: The Lancaster Chamber reserves the right to resize, modify, or remove advertisements and/or company logos from marketing materials that fail to meet the requested specifications or high-quality standards.

Companies will receive notice if the advertisement and/or company logo provided does not be the specifications or standards, and will have 48 hours to resubmit their materials.

DIGITAL AD PLACEMENT OPTIONS AND SIZES

Leaderboard Banner Ad (728x90 pixels, high resolution)

- Opening Banner
- Mid-Email Banner
- Closing Banner



DIGITAL AD PLACEMENT OPTIONS AND SIZES

NEW! Medium Rectangle Ad (300x250 pixels, high resolution)

- To place, dates are dependent on dual inserts; must be paired with another advertiser's insert
- Mid-email placement



Our popular networking event, [Get Connected](#), is back in person on **December 8!** Join us to make new connections, re-connect with ones you haven't seen in-person, and build relationships through this fun facilitated networking event.

December's Get Connected! will be held at the Lancaster Chamber from 9 am to 10:45 am. Don't miss this "speed dating" opportunity to maximize your local connections!



Our relationship with our changing world and our emotional resources to navigate these changes play a significant role in our mental wellness.

At December 9's [HR Roundtable](#), Lesley Huff, PsyD, will discuss strategies to foster and maintain our sense of well-being and resilience through the practices of mindfulness and compassion. Her presentation will incorporate opportunities for hands-on practice and small group discussion.

2022 Digital Advertising Contract

COMPANY: _____

CONTACT NAME: _____

CONTACT EMAIL: _____

TYPE OF AD: _____ **FREQUENCY:** _____

DATE(S) REQUESTED: _____

CAMPAIGN(S) REQUESTED: _____

SIGNATURE: _____ **DATE:** _____

By signing, you are indicating that you have read and understood the terms for the Lancaster Chamber's digital advertising as outlined in this document. Once committed to space, I understand that I am obligated to pay for the term of this agreement.

Please return signed contracts to Ashley Glensor, Programs and Marketing Specialist, at aglensor@lancasterchamber.com.

