

2024 EDITION



Lancaster
Chamber

Advertising Media Kit

Digital & Print Advertising Opportunities

Make Your Mark!



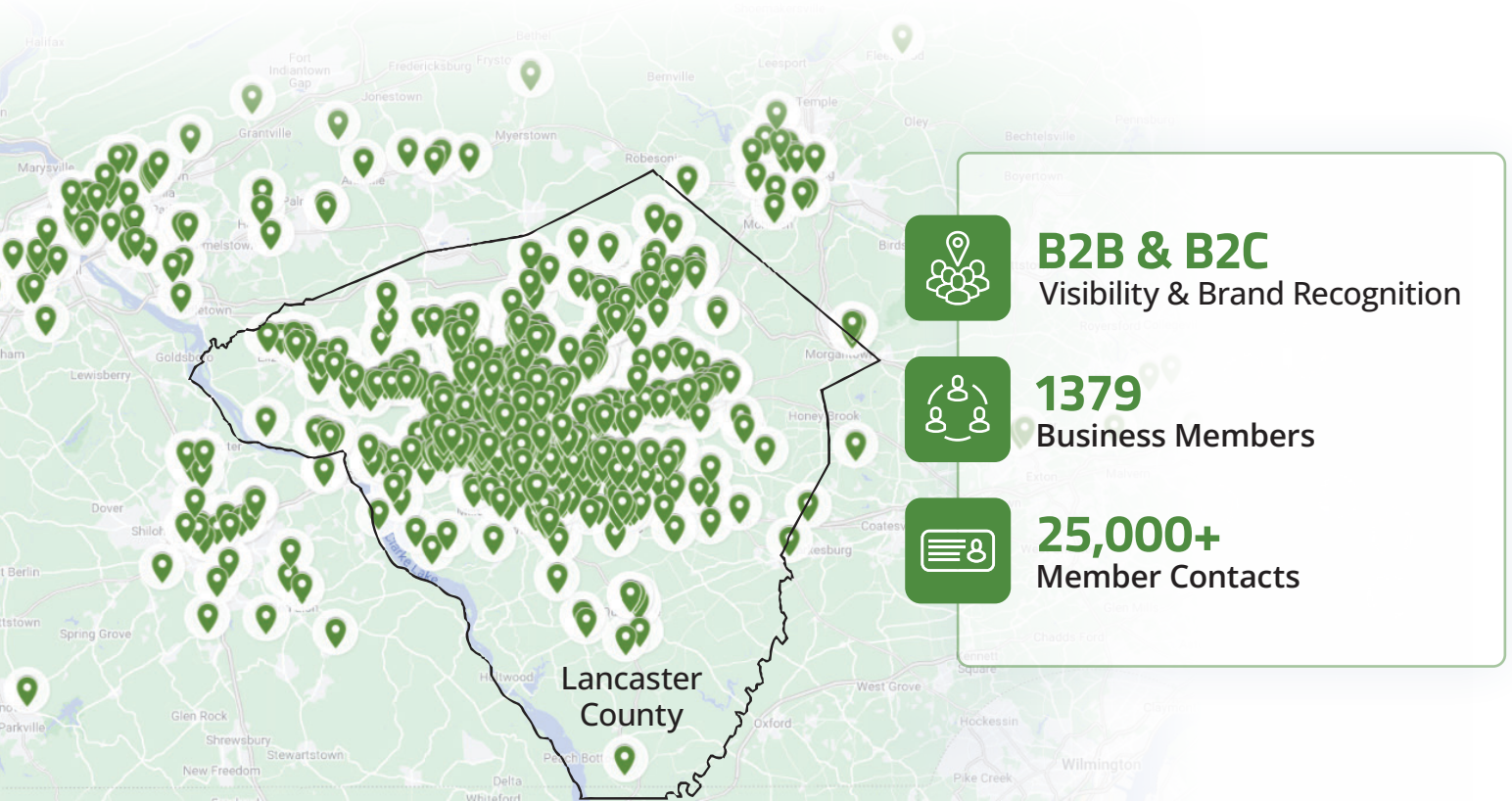
Table of Contents

Advertising Media Kit

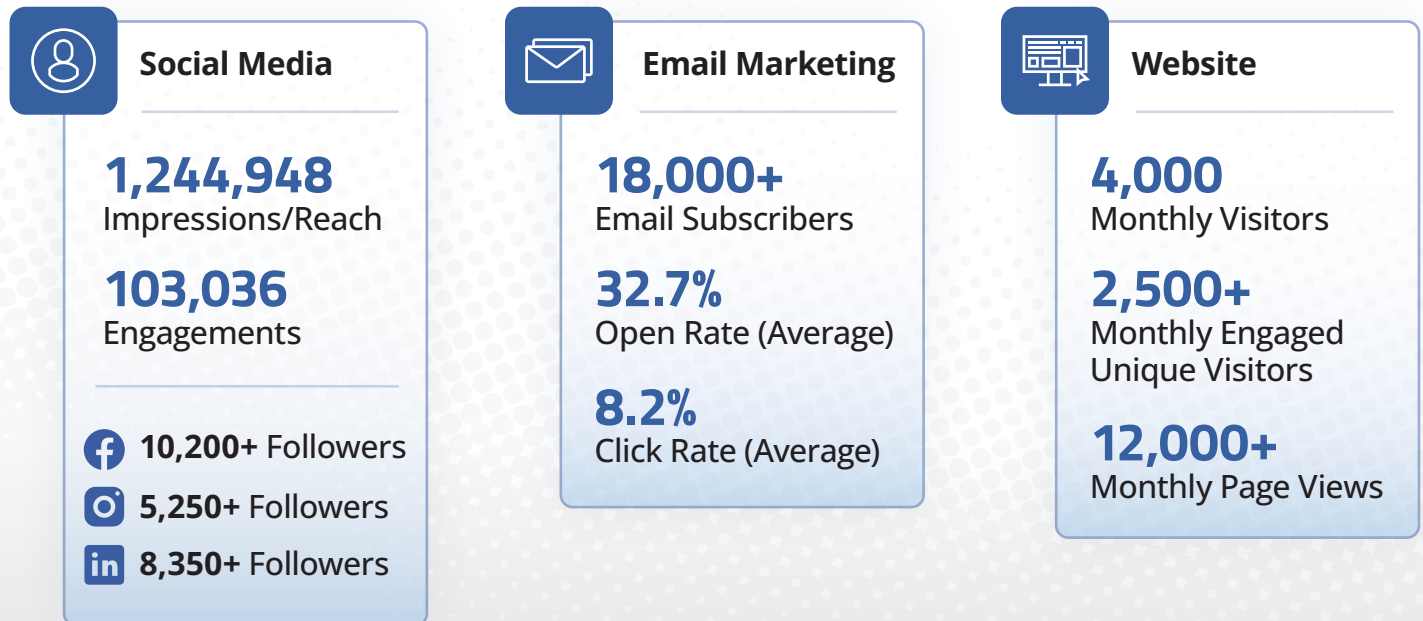
Our Audience	3
Email Banner Ads	4
Web Banner Ads	5
Sponsorships	6
Thriving! Publication	7
Membership Directory	8
What's on Tap, Lancaster? Podcast	9
Ribbon Cuttings, Grand Openings, & Anniversaries	9
Showcase Your Space & Host and Event	9
Gift & Giving Guide	10
Enhanced Online Member Directory Listing	10
Design Services	10
Digital Advertising Contract Reservation Form	11

Our Audience

Membership



Digital Statistics



*These statistics are based on digital analytics from January 1, 2023 through December 31, 2023.

Digital Advertising Opportunities

Email Banner Ads

Our variety of weekly email campaigns offer the opportunity for increased B2B & B2C visibility and brand recognition among over 18,000 subscribers.



Membership Connections

1st Monday of the Month

This is the ultimate guide to our business community's activity of what's going on with businesses across the County?

17,200+ Email Subscribers

43.3% Open Rate (Average)

14.5% Click Rate (Average)



Weekly Digest

Every Tuesday

A weekly up-to-date on events, programs, and resources that help Members maximize their Chamber membership.

17,600+ Email Subscribers

23.6% Open Rate (Average)

1.7% Click Rate (Average)



Impact Update

Every Friday

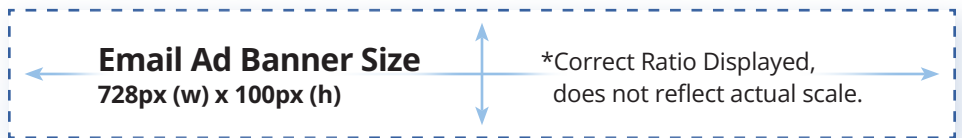
A weekly update about relevant business content, advocacy, and public policy for local, state, and national topics

17,500+ Email Subscribers

40.4% Open Rate (Average)

14.3% Click Rate (Average)

Ad Sizes & Rates



Two Options:

1. Top Leaderboard Email banner
2. Mid Email Banner

Cost: **\$295** per insert



Frequency Discounts:

10% off 4 insertions, 20% off 8 insertions

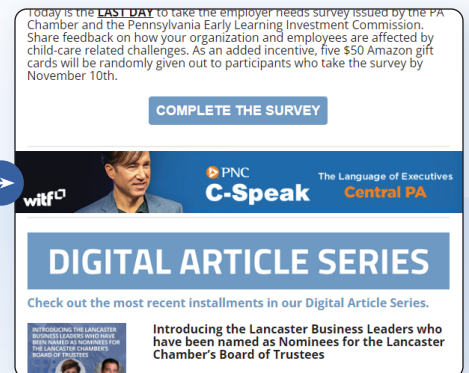
4 Inserts You Pay: \$1,062 Value \$1,180

8 Inserts You Pay: \$1,888 Value \$2,360

Top Leaderboard Banner



Mid-Email Banner



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.** Analytic stats are provided upon request.

Digital Advertising Opportunities (Cont.)

Web Banner Ads

We are excited to introduce a new way to elevate your brand, advertise your services, or promote a special event. The Lancaster chamber website now offers banner display ad space on select interior subpages. (excludes homepage). The banner ads are vertical banners stacked beside main content area on high traffic subpages of the website on each page between no more than four ads. NOTE: Viewer may need to scroll down to view, depending on number of ads.

Webpage Banner Options

- Membership Directory Banner
- Enhanced Community Calendar Event Banner
- Advertisement Job Board Banner
- Enhanced Hot Deal Member-to-Member Discount Banner
- Enhanced Member Headlines News Banner

The screenshot shows the Lancaster Chamber website's Member Directory page. The top navigation bar includes links for About Us, What We Do, Community Impact, Resources, Events, Membership, and Contact. The main heading is "Member Directory". Below the heading is a search bar with the text "Directory of Our Valued Members" and "What are you looking for?". To the left of the main directory grid is a sidebar with a banner ad that says "Interested in an Enhanced Listing?". The main directory grid consists of a grid of buttons for various categories: Advertising/Marketing/Media, Agriculture, Art/Entertainment/Recreation, Business/Professional Services, Community/Civic Organizations, Computers/Technology/Telecom, Education, Employment, Event Planning/Venues, Finance/Insurance, Government, Healthcare, Home/Garden, Industrial/Manufacturing, and Lodging/Travel. A dashed box highlights a "Web Ad Banner Size" of 300px (w) x 500px (h) with a note: "*Correct Ratio Displayed, does not reflect actual scale."

Ad Sizes & Rates

Cost: 1 Month **\$350** 3 Months consecutively **\$950**

Digital ads are due to the Chamber one week before scheduled insertion. 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.**

→ to schedule your email banner or web banner ad, complete the Digital Advertising Contract/Reservation Form, (pg. 11) and submit to media@lancasterchamber.com

Other Advertising Opportunities

Sponsorships

Our sponsorships offer a variety of unique options for you to showcase your brand in front of a curated business-to-business audience that will generate leads, build brand awareness, and strengthen your presence in the Lancaster County region.

Sponsorships not only provide opportunity for your brand to be in front of key target audiences, they also support the mission of the Lancaster Chamber to make our County a thriving community for all. Thanks to your sponsorship, we can maintain our crucial impact and advocacy initiatives, business-focused resources, and so much more.

It's truly a win-win: we'll help you elevate your brand to a robust audience while supporting & sustaining the Lancaster Chamber's impact on our community.



Why choose to sponsor a Lancaster Chamber Event, Program or Initiative?



Brand Recognition

Your brand could reach 19,000 contact via email distribution and between 25,000 – 30,000 impressions via social media.



Affordable

Find opportunities that match your budget and your marketing goals, all while supporting the work of the Chamber!



Exclusive

Our sponsorships are offered to Lancaster Chamber members only – yet your brand recognition will stretch across the region!

Sponsors could include some of the following:

- Logo on Calendar Event Landing Page
- Multiple Social Media Mentions or Highlights
- Company Banner at Events or Program
- Opportunity to Address Event Audience
- Event Program Recognition
- Complimentary Tickets to Event or Program



Our sponsorships reach a variety of audiences based on your needs.

They include:

- **C-Suite, Executive Suite & Management** – Excellence Exchange, Advocacy
- **Small Businesses** – Small Business Series
- **Young Professionals** – Young Professional Network
- **Women in Business** – Women in Business & Professional Women's Forum
- **Human Resource Professionals** – HR Roundtable
- **and more...**



If you are interested in learning more about sponsorship opportunities or processes, contact **Molly Crouser, Director of Events & Partnerships** at mcrouser@lancasterchamber.com or (717) 696-6246.

[Click to View All Available Sponsorships](#)



Other Advertising Opportunities (Cont.)

Thriving! Publication

Editorial Focus:

Published quarterly, Lancaster Thriving, reports on business trends, activities and news that impacts business and people in Lancaster County. The publication features and promotes business and entrepreneurship through content that focuses on regional economic development, legislative advocacy, workforce solutions, business education partnerships, business success, and innovative industry and community news, all designed to elevate and showcase business in Lancaster County.

Lancaster Thriving is read in print and digital format by more than 40,000 Lancaster County B2B and B2C consumers, from civic, social, business and community leaders, educators and professionals, to engaged workforce members and community residents.

➔ If you are interested in contributing to the magazine for article content, contact media@lancasterchamber.com



4,000+
Print Circulation



6,500+
Digital Impressions



40,000+
Total Readership



Click image to view current issue



Ad Sizes & Rates

Ad Size	Dimensions (w x h)	Rate
Full Page	7.375" x 9.875"	\$2,100
Full Page Editorial	up to 700 words	\$2,100
Full Page Bleed	8.625" x 11.25"	\$2,100
1/2 Page Island	4.9375" x 7.5"	\$1,650
1/2 Page Vertical	3.5625" x 9.875"	\$1,250
1/2 Page Horizontal	7.375" x 4.833"	\$1,250
1/4 Page	3.5625" x 4.833"	\$700
1/8 Page	3.5625" x 2.2813"	\$450
Bottom Digital Banner	8.375" x 1"	\$400

➔ Email media@lancasterchamber.com for more info.



Frequency Discounts:

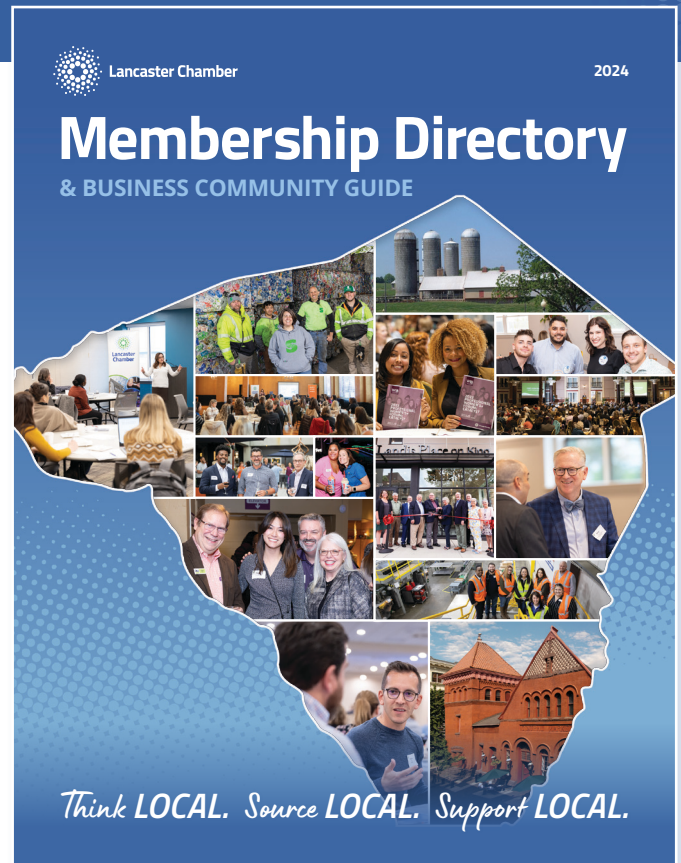
There are opportunities for rate discounts based on frequency. Advertise in two or more issues and receive a discount! Review the full Thriving Publication media kit for full details or contact our media partner representative, **Sherry Bolinger, Hoffmann Publishing Group**, sherry@hoffmannpublishing.com, Cell: 717-979-2858.

Other Advertising Opportunities (Cont.)

Membership Directory

Uplifting & promoting business across Lancaster County, and our region, is a vital part of our commitment to our members and our greater business community. It reinforces our long-time campaign to encourage all businesses, to “Think Local” in their approach to a myriad of businesses decisions. From choosing a contractor for a business expansion, to financing a new project – and from where to order promotional items, to your next employee engagement activity, Lancaster is bursting with opportunities that help emphasize our ecosystem of healthy business!

Each year, the Lancaster Chamber will produce a digital and print Membership Directory & Business Community Guide. This publication is your comprehensive guide to the County's diverse business and industries – your future customers or clients! Every Chamber member receives a free directory listing. However, mixed into our members' free directory listings are opportunities to elevate your business & brand, through our Membership Directory print & digital advertising.



[Click image to view current issue](#)

Ad Sizes & Rates

	w x h	
Inside Front Full Page	7.25" x 9.75"	\$1,800
Inside Back Full Page	7.25" x 9.75"	\$1,800
Back Full Page	7.25" x 9.75"	\$2,000
Full Page	7.25" x 9.75"	\$1,000
Half Page	7.25" x 4.75"	\$600
Quarter Page	3.5" x 4.75"	\$300

Featured Listing **\$400**

(2 available per business category)

Includes: Business Name, Company Logo, Address, Phone number, Website, Contact Email, Short Description (25-50 words)

Ad Specifications & Guidelines

- Full color is preferred for all ads, without additional cost
- Ads must be provided as a press-ready, high-resolution
- Accepted file types: (CMYK) PDF or JPEG
- All images should be at 100% print size and 300 dpi
- File size should not exceed 100MB



1,400
Total Number of Members



19,500
Total Email Contacts



22,600
Social Media Followers



10,000
Monthly Website Pageviews (avg)



8,000
Monthly Website Unique Visitors (avg)



Advertising Format
The directory is both in print and digital versions with clickable links.



Contact directory@lanasterchamber.com to learn more about when these opportunities will be available.

Other Advertising Opportunities (Cont.)

What's on Tap, Lancaster? Podcast

What's on Tap, Lancaster? pours out the latest need-to-know trends, opportunities, insights, and strategies through thoughtful conversations and interviews with key business & community professionals. What's on Tap, Lancaster? will equip and inspire listeners to cultivate a thriving Lancaster County! Episodes are between 30-45 minutes and are curated by Lancaster County team members with insight from our members! We market the episodes via our communications channels – social media, Weekly Digest Emails, through our episode guests, and more!

This year's content will include episodes on:

Smart Growth Planning for the County, Entrepreneurship, ESOP (Employee Ownership), Industry Innovations, Business & Education Partnerships, Veterans & Business, Cybersecurity, Community Responsibility and more!

Advertising Options

Partner \$500/Episode (Only one Partner per episode)

Includes: 30 Second Commercial Spot included in the episode of your choice; Company name listed in description with links; Company Name and description mention in the opening and closing of the by episode hosts.

Advertiser \$300/Episode

Includes: 30 Second Commercial Spot included in the episode of your choice.

→ Contact **Molly Crouser** at mcrouser@lancasterchamber.com if you are interested in sponsoring or advertising on our podcast episodes.



Ribbon Cuttings, Grand Openings, & Anniversaries

Have an upcoming grand opening, anniversary, or business milestone?!

A ribbon-cutting is an excellent opportunity to connect with the local community, including potential customers, neighboring businesses, and civic leaders. Ribbon cuttings are shared through all our social media platforms, Member Connections email, and published in our quarterly Thriving publication.

→ Contact, **Javar Colon**, at jcolon@lancasterchamber.com or (717) 696-6243 for more information.



Showcase Your Space & Host an Event

Are you interested in hosting an upcoming event with the Lancaster Chamber?

Hosting provides a great opportunity for you to showcase your products, services, and facilities to our local business community.

→ Contact **Abigail Williams** at awilliams@lancasterchamber.com or (717) 696-6247



Other Advertising Opportunities (Cont.)

Gift & Giving Guide

Every holiday season the Chamber looks to elevate you and your business as an option for companies and customers as they think about employee gifts, corporate donations, party catering, and event venues. Be part of the 2023 Business Gift & Giving Guide to uplift what you offer and get eyes on your brand, product, business, or organization!

➔ More Information coming soon. Contact media@lanasterchamber.com to learn more.



Enhanced Online Member Directory Listing

Each of our Members receive a free standard listing in our new enhanced online Membership Business Directory. The free standard listing includes, your business name, logo, address, phone, address, map, and business description.

With an Enhanced Directory Listing you able to:

- Add a eye-catching short Search Description that is displayed on the search listing. (Max. 160 words)
- Add Highlights or additional business information including your specific business offerings, features, etc.
- Add Videos that highlight your services or products.
- Add Additional Images of products, services or more.
- **Cost: \$400** (annually)

➔ For more information, contact media@lanasterchamber.com

[Purchase Enhanced Online Listing](#)

Digital Advertising Design Services



The Lancaster Chamber provides design services for any advertisements that are purchased for Lancaster Chamber (only) digital & print advertising publications or email marketing. The designs will be produced based on the specific design requirements as indicated by the publication or digital advertising guidelines.

You will need to provide the following:

- Hi-Res Logos or Images you would like to include.
- Any Font types required.
- Detailed Color Specifications you want to use in the design.
- Specific design elements or themes you want to incorporate.
- Any copy content to be included in design.
- Provide a Brand Identity guide if available.

➔ **There is a one-time service fee of \$200** for these design services per project. If you are interested in our design services, please contact media@lanasterchamber.com.

Digital Advertising Contract Reservation Form

TYPE OF AD: _____

Email Banner Ad(s)

Website Banner Ad(s)

FREQUENCY: _____

___ Qty. Insert(s)

___ Months(s)

DATE(S) REQUESTED: _____

(Contact media@lancasterchamber.com for calendar availability. Requested Dates are confirmed on a first-come first served basis.)

CAMPAIGN(S)/WEBPAGE REQUESTED

Email Banner Campaigns

Member Connections

Weekly Digest

Impact Update

Website Banner Ad Website Pages

Membership Directory

Community Calendar

Job Board

Member-to-Member Discounts

Member Headlines

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. Requested Dates are confirmed on a first-come first served basis. 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.

PLEASE COMPLETE AND SEND TO: Justin Johnson, Director of Marketing & Communications at media@lancasterchamber.com

Company: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____

Contact Address: _____

City: _____

Payment

Check

Credit Card (Invoices payable by Credit Card online)

Once the signed contract is received, you will receive an electronic invoice sent to the contact email address.

Invoices can be paid online via credit card or mailed with a check.

Make Checks payable to: Lancaster Chamber, 115 East King Street, PA 17602.

Signature: _____

Date: _____



**Lancaster
Chamber**



115 E KING ST, LANCASTER, PA 17602
MEDIA@LANCASTERCHAMBER.COM
lancasterchamber.com



Lancaster Chamber