

2025 EDITION



Advertising Media Kit

Digital & Print Advertising Opportunities



Advertising & Media Kit

115 E KING ST, LANCASTER, PA 17602 • 717.397.3531

LANCASTERCHAMBER.COM

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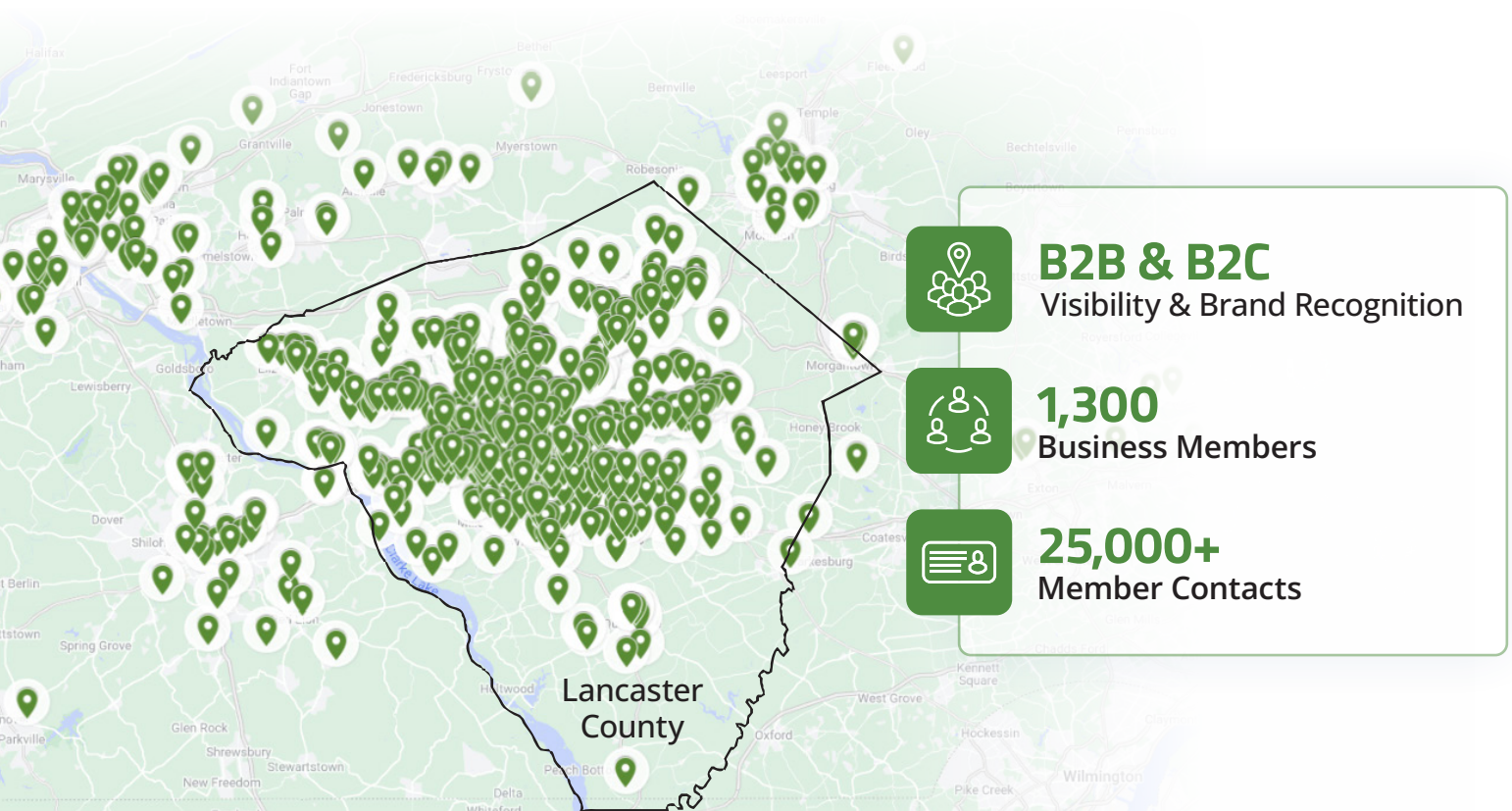
27

The Lancaster Chamber provides businesses with robust opportunities to increase their visibility, connect with the community, and grow their brand. Through strategic sponsorships, advertising placements, and engagement initiatives, the Chamber opens doors for businesses to reach Lancaster County’s vibrant network of over 1,300 member organizations and more than 25,000 local contacts.

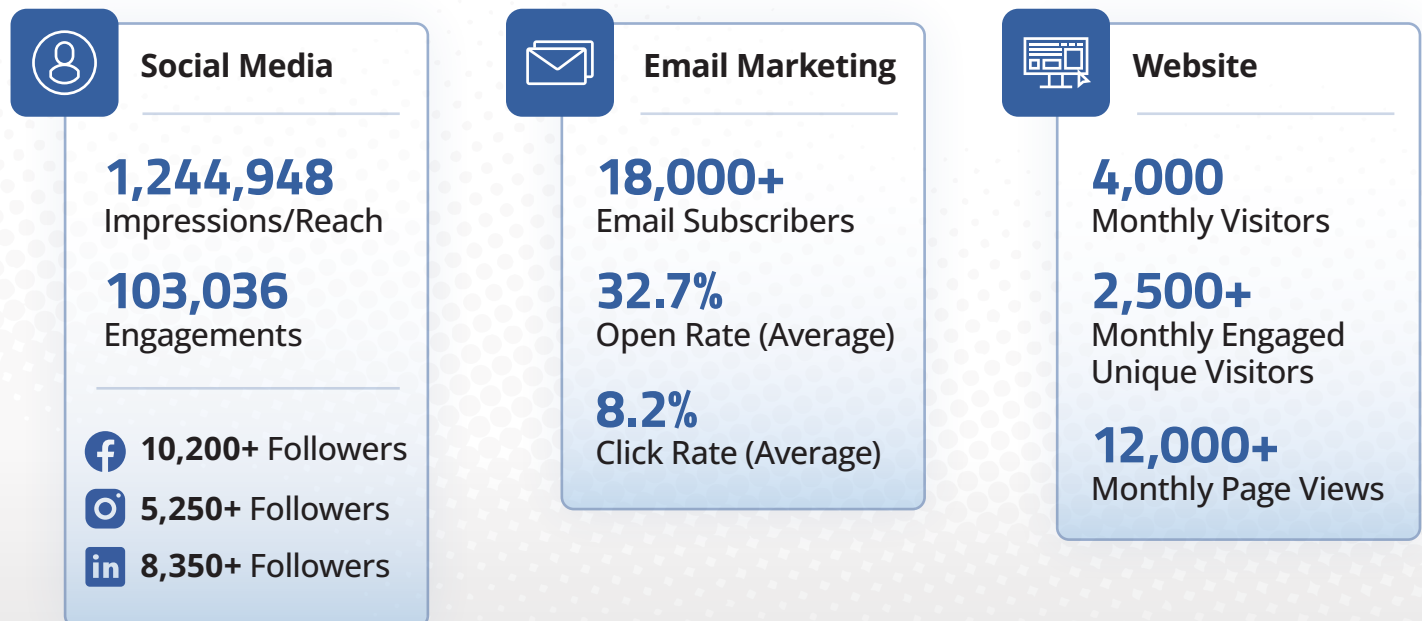


Our Audience

Membership



Digital Statistics



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

Digital Advertising

Email Banners



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 update 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 Specs and File Format:

PNG or JPEG, between 72-150 dpi.
Please keep file size below 3MB

Email Banner Ad Size

1,200px (w) x 165px (h)

*Correct Ratio Displayed,
does not reflect actual scale.

RATES & AD PLACEMENTS

Top Banner: \$325 per insert
Middle Banner: \$295 per insert



**Frequency
Discounts:**

10% OFF

4 Top Banner Insertions

You Pay: **\$1,170** (Value \$1,300)

4 Middle Banner Insertions

You Pay: **\$1,062** (Value \$1,180)

20% OFF

8 Top Banner Insertions

You Pay: **\$2,080** (Value \$2,600)

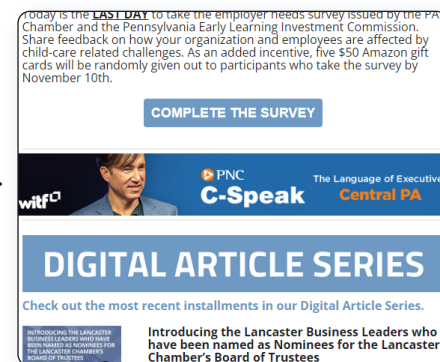
8 Middle Banner Insertions

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.



To schedule your email banner ad, complete the Digital Advertising Contract Reservation Form, (pg. 27) and submit to media@lanasterchamber.com

Digital Advertising

NEW: Email Sponsorships

The Lancaster Chamber sends 5 topic-specific quarterly emails with relevant content and upcoming events and programs to targeted audiences. Sponsoring one of these emails provides you with guaranteed year-long visibility in front of a targeted business professional audience.

Professional Development

Audience: Business Professionals looking for professional development opportunities, trainings, and resources for both personal and team growth.

Total Audience Count: 17,000+

Networking

Audience: Business Professionals interested in opportunities to build their network, business, and connections.

Total Audience Count: 17,000+

Human Resources & Operations

Audience: Human Resources & Operations Professionals & Business Professionals looking for resources to create organizational change through culture building, human capital, efficient processes, and effective leadership.

Total Audience Count: 500+

Letter from the President

Audience: C-Suite Business Professionals, Business Owners, & Business Professionals interested in

Total Audience Count: 700+

RATES & AD PLACEMENTS

Sponsorship includes sponsored by logo at the top and a full banner ad at the bottom of email. (1,200 x 400px)

Cost: \$1,200 (4 Sponsored Emails Quarterly)

You Provide: Your business logo, link to website and banner ad graphic.

Ad Specs and File Format: PNG or JPEG, between 72-150 dpi. Please keep file size below 3MB

Example email

Let's Make a Connection!


Upcoming Lancaster Chamber Networking Events

[EVENTS & PROGRAMS](#) | [JOB BOARD](#) | [MEMBER DIRECTORY](#) | [COMMUNITY CALENDAR](#)

This Lancaster Chamber email was proudly sponsored by:

ABC Company

YOUR LOGO WILL BE PLACED HERE



Make Some New Connections Before the New Year!

Have you tapped into your end-of-year schedule yet? It's not too late to expand your network before new goals, plans, and resolutions come in 2025!

[Explore Lancaster Chamber's Networking programs below](#) as we approach the final stretch of the 2024 Calendar!

Example ad

ABC COMPANY

SERVICES FOR ALL YOUR NEEDS.

abccompany.com

*Correct Graphic Ratio Displayed, does not reflect actual scale.

Email Banner Ad Size

1,200px (w) x 400px (h)

*Correct Ratio Displayed, does not reflect actual scale.

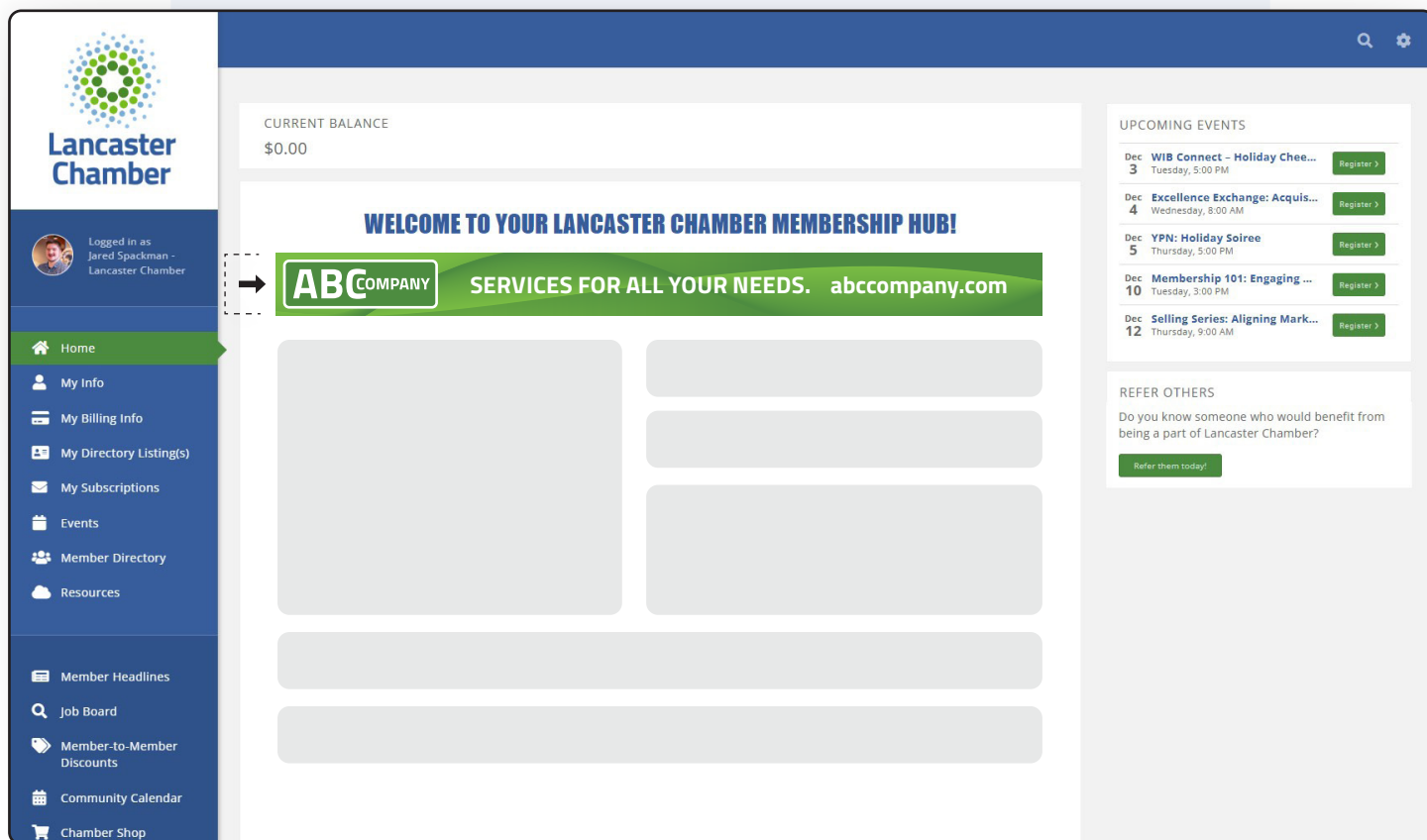


To schedule your email sponsorship, complete the Digital Advertising Contract Reservation Form, (pg. 27) and submit to media@lanasterchamber.com

Digital Advertising

NEW: Membership Hub Banners

A new opportunity this year, we are offering an advertising banner placement on our main home page of the Membership Hub portal. The Membership Hub is our member portal for Member-only access to resources and benefits. The home page is the first page all our Members see when they log into their portal.



Membership Hub Banner Size

1,000px (w) x 200px (h)

*Correct Ratio Displayed, does not reflect actual scale.

RATES & AD PLACEMENTS

One Month \$350 **Three 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 Member Hub Banner, complete the **Digital Advertising Contract Reservation Form**, (pg. 27) and submit to media@lancasterchamber.com

Digital Advertising

Website Banners

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.

The screenshot shows the Lancaster Chamber website's Member Directory page. On the left sidebar, there is a blue banner titled "Interested in an Enhanced Listing?" with a list of benefits: "Elevate Your Business in the Membership Business Directory", "Add a Search Description", "Add Videos & Additional Info", and "Add Additional Images". Below this is a button "Purchase an Enhanced Listing". Below the banner is a green box titled "Elevate Your Business!" with text: "We Offer Web Banners, Email Banners, Sponsorships, & Print Advertising! Click to learn more about your advertising opportunities." An arrow points from this box to the main directory grid. The main grid is titled "Member Directory" and "Directory of Our Valued Members". It has a search bar "What are you looking for?" with "Near Me" and "Q Search" buttons. Below the search bar is a list of categories: Advertising/Marketing/Media, Agriculture, Art/Entertainment/Recreation, Business/Professional Services, Community/Civic Organizations, Computers/Technology/Telecom, Education, Employment/Staffing Services, Event Planning/Venues, Finance/Insurance, Government, Healthcare/Wellness, Home/Garden, and Industrial/Manufacturing/Construction. A dashed box highlights the "Web Banner Size 300px (w) x 500px (h)" and a note: "*Correct Ratio Displayed, does not reflect actual scale."

RATES & AD PLACEMENTS

One Month **\$350** OR Three 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.

Choose a Webpage Banner Location:

- 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

➔ To schedule your Website Banner Ad, complete the Digital Advertising Contract Reservation Form, (pg. 27) and submit to media@lancasterchamber.com

Digital Advertising

What's On Tap, Lancaster? Podcast Sponsorship & Advertising

What's on Tap, Lancaster? pours out the latest need-to-know trends, insights, and strategies for the Lancaster County business community. Featuring interviews with professionals representing a variety of industries and initiatives, What's on Tap, Lancaster? equips and inspires business professionals to cultivate a thriving Lancaster community.

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 all communications channels – social media, email emails, through our episode guests, and more!

Episodes are posted in a variety of podcast platforms including, Apple Podcasts, Spotify, YouTube, Stitcher, iHeartRadio, TuneIn, Alexa, Overcast, PocketCasts, Castro, Castbox, and Podchaser.

This year's episode discussions may cover some of these themes: Workforce Development, Talent Attraction & Retention, Marketing, Circularity, Business Sustainability, Lancaster Chamber Strategic Plan, Public Policy, and more!

Advertising Options

PARTNER (ONLY ONE PARTNER PER EPISODE)

- 30-second commercial spot in the episode of your choice.
- Company name and description listed in podcast description with links to provided targeted url.
- Company name and description mentioned in opening and closing of the podcast by episode hosts.
- Company name and logo on all advertising graphics including email banner and social media graphics.
(Company tagged in social media post when appropriate.)

ADVERTISER

- 30 Second Commercial Spot included in the episode of your choice. (You can provide the script and our team will record or you can submit a pre-recorded ad*.) For a 30-second ad, We recommend a script of no more than 70 words

Sample Ad Script:

This podcast is brought to you by our friends at ABC Company, your trusted partner in success. For years, ABC Company has been a cornerstone of support for businesses and individuals, offering tailored solutions that drive growth and innovation. Dedicated to empowering the community, ABC Company helps pave the way for a brighter future. Learn more about ABC Company by visiting us at our locations or online at ABCCompany.com.



***If submitting a pre-recorded Ad, the recording should follow these spec requirements:**

- For a 30-second ad, we recommend a script of no more than 70 words.
- **File Type:** MP3
- **Bit rate:** A bit rate of 192 kbps is important for good quality audio.
- **Sample rate:** The sample rate for ad trafficking is 44.1 kHz.
- **Overall loudness:** The integrated average loudness should be -16 LUFS, with a True Peak limit of -2.0 dBTP.

RATES & AD PLACEMENTS

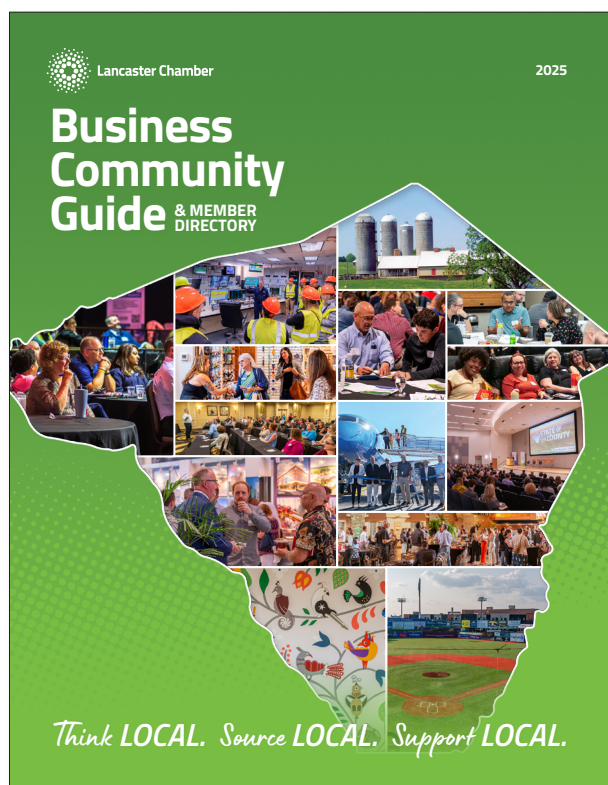
Partner: **\$500** Advertiser: **\$300**



Contact media@lancasterchamber.com if you are interested in sponsoring or advertising on our podcast episodes.

Print Advertising

Business Community Guide & Membership Directory



Click image to view current issue



Maximize Your Reach in Lancaster County

Promoting and supporting businesses across Lancaster County and the region is central to our commitment to our members and the broader business community.

The Business Community Guide & Membership Directory is your comprehensive guide to the County's diverse businesses and industries – your future customers or clients! In the Guide, all Chamber Members will receive a free standard business listing. However, there are several other opportunities for you to elevate your business & brand in both print & digital.

RATES & AD PLACEMENTS 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

- Full color is preferred for all ads, (at no additional cost)
- Ads must be press-ready & high-resolution
- File Type: (CMYK) PDF or JPEG
- 100% print size and 300 dpi
- File size: less than 10MB



2,000

Print Circulation



19,500+

Digital Impressions



27,000

Total Readership

Target Audience

This opportunity catches a wide net of business types and industries – but would categorize the publication as a B2B resource guide. Print will reach all Chamber members and partners (over 1,300) and digital version will be sent to Chamber database with a comprehensive communication & distribution plan using email marketing (20,000 contacts) and Social Media platforms (Reach of 22,600 followers).

Lancaster Chamber Members receive a **free business standard business listing** (located in A-Z category section) with an alphabetical directory index – a perk of membership with us.

Your Company, LLC

123 Main Street
Town, PA
(717) 555-1234
info@yourcompanyllc.com
yourcompanyllc.com

➔ For Questions: media@lanasterchamber.com
Learn more about the Business Community Guide:
lanasterchamber.com/businesscommunityguide

Print Advertising

Gift & Giving Guide

Shine Bright During the Season!

Every holiday season the Lancaster Chamber looks to elevate you and your business as the go-to choose for corporate gifts, festive donations, party catering, and event venues! Be a part of the 2025 Business Gift & Giving Guide to spread some cheer, spotlight your offerings, and make sure your brand shines bright!

The Lancaster Chamber 2024 Gift & Giving Guide is conveniently organized into four curated sections to help your customers navigate all of the fantastic Lancaster County businesses and nonprofit organizations they can support during the holiday. From hosting a holiday party, to ordering a catered spread, to taking their team to a local experience, this will be a compiled directory and guide as our community begins to plan for the holiday season.

RATES & AD PLACEMENTS

w" x h"

Prem: Inside Front Full Pg.	5.25" x 8"	\$800
Prem: Inside Back Full Pg.	5.25" x 8"	\$800
Full Page Bleed	5.25" x 8"	\$600
Half Page	5.25" x 3.875"	\$400
Quarter Page	2.5" x 3.875"	\$200
Featured Listing		\$175



2,000+
Print Circulation



4,700+
Digital Impressions



25,000+
Total Readership

THINK LOCAL | SOURCE LOCAL | SUPPORT LOCAL

LANCASTER CHAMBER

2024

GIFT & GIVING GUIDE



Lancaster Chamber

Click image to view current issue



Target Audience:

This opportunity catches a wide net of business types and industries – but would categorize the publication as a B2B &BRC resource guide. Print will reach all Chamber members and partners. The digital version will be sent to the Chamber database with a comprehensive communication & distribution plan using email marketing (19,500 contacts) and Social Media platforms (Reach of 22,000 followers).

Member Complimentary Listing:

Members of the Lancaster Chamber receive a **FREE** business listing alphabetically by category:

- Retail (Section: Retail & Gifts)
- Restaurant, Food, Beverages/Event planning & venues
- (Section: Vendors, Venues, & Catering)
- Community civic orgs/nonprofits (Section: Corporate Giving)
- Art, entertainment, recreation (Section: Experiences)

Your Company, LLC

→ yourcompanyllc.com
(717) 555-1234

For Questions: media@lanasterchamber.com

Learn more about the Gift & Giving Guide:

lanasterchamber.com/giftgivingguide

Print Advertising

Thriving! Publication

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.

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

RATES & AD PLACEMENTS w" x h"

Back Cover	7.375" x 9.875"	\$2,600
Inside Back Cover	7.375" x 9.875"	\$2,400
Inside Front Cover	7.375" x 9.875"	\$2,400
Page One	7.375" x 9.875"	\$2,400
Page Opposite TOC	7.375" x 9.875"	\$2,400
Full Page	7.375" x 9.875"	\$2,100
Full Page Editorial	up to 700 words	\$2,100
1/2 Page Island	4.9375" x 7.5"	\$1,700
1/2 Page Vertical	3.5625" x 9.875"	\$1,300
1/2 Page Horizontal	7.375" x 4.833"	\$1,300
1/4 Page	3.5625" x 4.833"	\$850
1/8 Page	3.5625" x 2.2813"	\$550
Bottom Digital Banner	8.375" x 1"	\$450



4,000+
Print Circulation



6,500+
Digital Impressions



40,000+
Total Readership



The TECH ISSUE:

In today's rapidly evolving business landscape, technology stands at the forefront of innovation, acting as a catalyst for transformation and growth and is pivotal in shaping a sustainable and thriving future for both local and global economies.

Technology Solutions for Business
pgs. 10, 16, 23, 30

Advanced Cooling Technologies
Assisting in Lunar Rover Mission
pg. 12

The Future of the Virtual Assistant
in Business: ChatGPT
pg. 20

Click image to view current issue

Target Audience:

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.



Frequency Discounts:

There are opportunities for Chamber Members discounts based on frequency.

Chamber Members receive an exclusive discount on advertising:

- 10% off of ONE (1X) advertising insertion**
- 15% off of TWO (2x) consecutive advertising insertions**
- 20% off of THREE (3x) or FOUR (4x) consecutive advertising insertions**

Review the full Thriving Publication media kit for full details or contact our media partner representative:

Tracy Hoffman, Hoffmann Publishing Group,
tracy@hoffmannpublishing.com, 610-507-6894.



➔ Email media@lanasterchamber.com for more info.

Get in Front of Your Audience

Sponsorships

Uplifting & promoting business across Lancaster County, and our region, is a vital part of our commitment to our members and our greater business community. That's why we've created these sponsorships, as an invaluable marketing tool, to elevate and reinforce your company's brand for the coming year.

These sponsorships don't just put you in front of the right audience; they also help fuel the Chamber's mission to make Lancaster County a vibrant, thriving community for all. Your support makes a real difference, allowing the Chamber to continue our advocacy initiatives, curating 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 Elevation

Brand connection to events or programs can garner an average 25,000 impressions from contacts via email, web pages, & 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@lanasterchamber.com or (717) 696-6246.

[Click to View All Available Sponsorships](#)



Online Member Business Directory

Enhanced Business 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.

ABC Company

Back to Search



Art/Entertainment/Recreation

123 Address Lane, Lancaster, PA 17601

(555) 555-5555

Send Email

abccompany.com



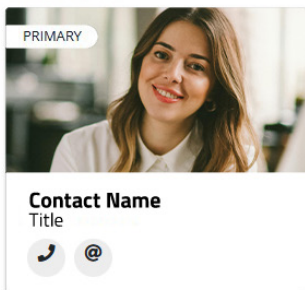
About

At ABC Company, we are dedicated to providing innovative solutions that meet the diverse needs of our clients. Established with a mission to deliver excellence, ABC Business specializes in technology consulting, creative marketing, or retail solutions.

2 Additional Info

Your Success is Our Success.
Let us deliver excellence to you!

Contacts



Listing Preview Example

2.95 mi

ABC Company

123 Your Address Road, Lancaster, PA 17601

1 ABC Company has been a cornerstone of support for businesses and individuals, offering tailored solutions that drive growth and innovation. Dedicated to empowering the community, ABC Company helps pave the way for a brighter future.

(555) 123-4567

Send Email

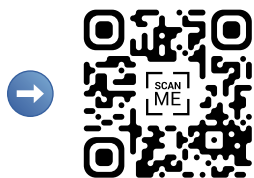
Visit Website

Business Category

With an Enhanced Directory Listing, you will be able to:

- 1 Add a eye-catching short Search Description that is displayed on the search listing. (Max. 160 characters)
- 2 Add Highlights or additional business information including your specific business offerings, features, etc.
- 3 Add Videos that highlight your services or products.
- 4 Add Additional Images of products, services or more.

Enhanced Business Directory Listing Example



To schedule your Member Hub Banner, complete the Digital Advertising Contract Reservation Form, (pg. 27) and submit to media@lanasterchamber.com. After you complete this form you will be sent an invoice. Your Enhanced Directory List will go live after payment is secure. You will then have the ability to Log into the Membership Hub and make Edits to your Enhanced Directory List for the next 12 months.

RATE

Enhanced Business Directory Listing:
\$400 annually

Design Services

Print, Digital, and Email Marketing Advertisements

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.

RATES & AD PLACEMENTS

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@lancasterchamber.com.



Contact Us!

Your Marketing & Communications Team

Reach us at: media@lancasterchamber.com



Justin Johnson
Director of
Communications
& Marketing



Jared Spackman
Marketing &
Communications
Specialist



Aliyah Mengel
Marketing &
Communications
Coordinator

Digital Advertising Contract Reservation Form

PLEASE COMPLETE AND SEND TO: media@lancasterchamber.com

Company: _____

Contact Name: _____

Contact Email: _____ Contact Phone: _____

Contact Address: _____

City State Zip

BANNER ADS			QUANTITY	DATE(S) REQUESTED		TOTAL
Email Banner Ad(s)						
	Member Connections		Top (\$325)			
			Middle (\$295)			
	Weekly Digest		Top (\$325)			
			Middle (\$295)			
	Impact Update		Top (\$325)			
			Middle (\$295)			
Membership Hub Banner Ad(s)						
	Membership Hub (\$350)					
Website Banner Ad(s)						
	Membership Directory (\$350)					
	Community Calendar (\$350)					
	Member Headlines (\$350)					
	Job Board (\$350)					
	Member-to-Member Discounts					
EMAIL SPONSORSHIP(S)						
	Professional Development (\$1200)					
	Networking (\$1200)					
	Human Resources & Operations (\$1200)					
	Letter from the President (\$1200)					
ENHANCED BUSINESS DIRECTORY LISTING						
	Enhanced Business Directory Listing (\$400)					
WHAT'S ON TAP AD(S)						
	Partner (\$500)					
	Advertiser (\$300)					
FREQUENCY DISCOUNT (*FOR EMAIL BANNER ADS ONLY - 10% FOR 4 INSERTS & 20% FOR 8 INSERTS)						
GRAND TOTAL						

Payment Type

- ☐ Check: Make Checks payable to: Lancaster Chamber ☐ Credit Card (Invoices payable by Credit Card online
If paying by credit card, a 3% transactional fee will be applied)

Signature: _____ Date: _____

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.
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.



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

lancasterchamber.com



Lancaster Chamber