

Elevating Your Business

with the Lancaster Chamber



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Introduction

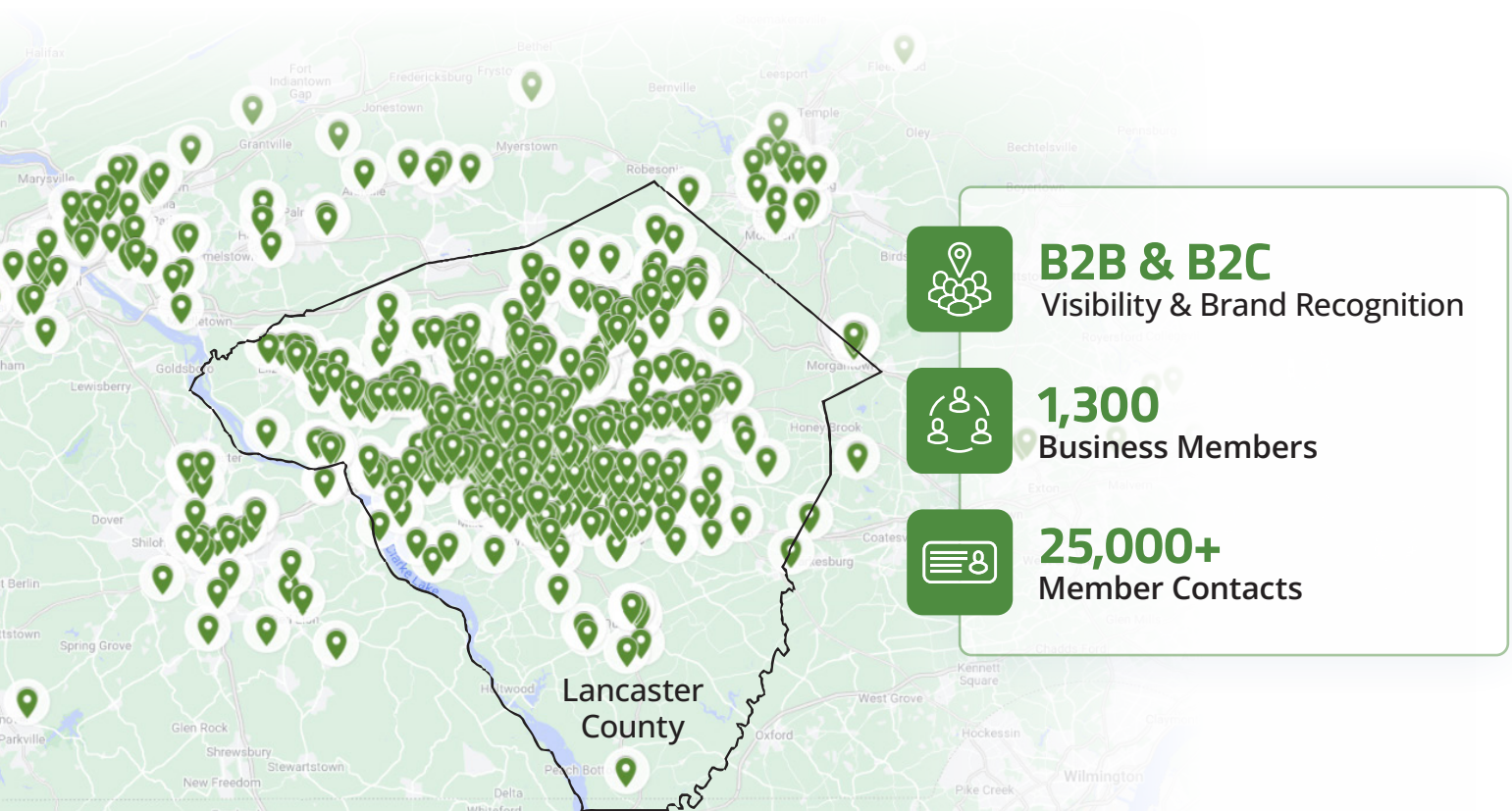
The Lancaster Chamber provides businesses with robust opportunities to increase their visibility, connect with the community, and grow their brand. Through strategic sponsorships, advertising placements, and engagement initiatives, the Chamber opens doors for businesses to reach Lancaster County's vibrant network of over 1,300 member organizations and more than 25,000 local contacts. By tapping into the Chamber's established platforms, from digital advertising in weekly newsletters to showcasing your business at signature events, you can position your brand effectively within both B2B and B2C markets.

With access to a comprehensive online business directory, exclusive sponsorship options, and impactful advertising formats, businesses have multiple avenues to stand out and build strong connections.

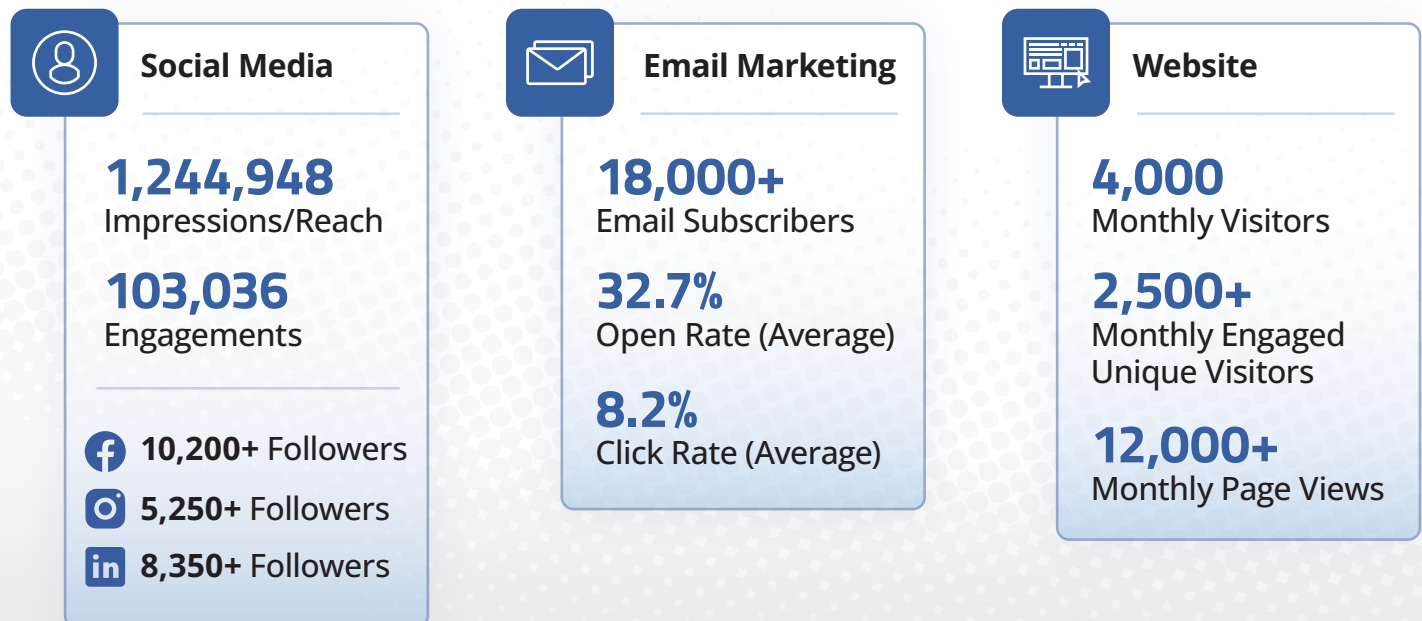


Our Audience

Membership



Digital Statistics



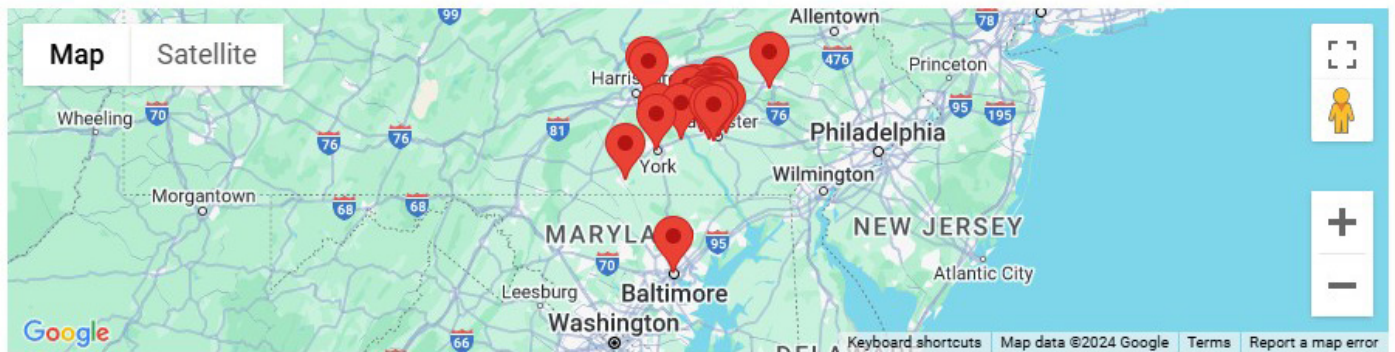
*These statistics are based on digital analytics from January 1, 2023 through December 31, 2023.

Online Member Business Directory

Unlock Opportunities with the Lancaster Chamber's Business Directory

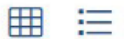
The Lancaster Chamber Member Directory is a comprehensive listing of all businesses and organizations within the Lancaster Chamber network. This searchable directory categorized by specific industry sectors allows you to connect with potential clients, partners, and service providers within the local business community.

With your listing you have the opportunity to become more accessible to local consumers and fellow members seeking services or partnerships. Use this platform to showcase your expertise and brand, promote your services, highlight your staff, connect consumers to your social platforms, and advertise business promotions.



Advertising/Marketing/Media X

Results: 50



Effectv

Effectv

📍 205 Granite Run Dr, Lancaster, PA 17601

📞 (717) 614-6647

🌐 Visit Website

Advertising/Marketing/Media

2 The Tee Outfitters

2 The Tee Outfitters

📍 10 Church Road, York, PA 17404

📞 (717) 718-5532

@ Send Email

🌐 Visit Website

Advertising/Marketing/Media

Apex Advertising, Inc.

Apex Advertising, Inc.


📍 2959 Old Tree Dr, Lancaster, PA 17603-4060

Online Member Business Directory

Your Member Business Directory Listing

Back to Search

1



2

Art/Entertainment/Recreation

3

123 Address Lane, Lancaster, PA 17601

4

(555) 555-5555




5

@ Send Email

6

abccompanycom

7

8


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.

9



Contacts

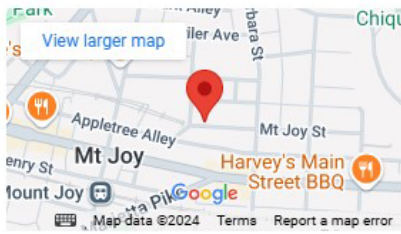
PRIMARY



Contact Name

Title



1 Business/Organization Logo

Displays image that you upload to your business profile account.

2 Business Category

The business category that your business is displayed under in the directory. *If you are interested in updating or changing your Business Category, you should contact Laurel Riehl, Data & Verification Specialist: at Lriehl@lanasterchamber.com.*

3 Business Address

The address displayed is your physical address. *You do have the ability to add additional addresses to the listing, but we suggest you reach out to a Lancaster Chamber team member if your business has multiple locations.*

4 Main Phone Number

This number displayed is the main contact phone number associated with your business profile account.

Online Member Business Directory

Your Member Business Directory Listing

5 Send Email

This action will send a message directly to the main contact email listed in your business profile account. You can update this email and include an cc email if you want an additional person to receive these messages. Please note any changes that you make to this email will make those same changes to your business profile account.

6 Websites

This is your main website associated with your business profile account. *You have the ability to add as 3 different types of webpages: Homepage, Product Page or Service Page.*

7 Social Media

You have the ability to add as many social media platforms to your business directory listing.

8 About

This your business description which allows you to tell your audience about your business.

9 Contacts

Currently, this lists your main contact for your business profile account. *If you are interested in changing your main contact person, you should contact Laurel Riehl, Data & Verification Specialist at Lriehl@lancasterchamber.com.*

KEYWORDS - Keywords are words you create that can be used as search criteria in the directory search to direct potential clients or partners to your directory listing when they are searching the directory. Think of keywords that describe the content of your directory listing.

Keywords are not displayed on a business directory listing and can be entered in your directory listing profile. These are free with your Membership, and you can add as many as you like.

SEO - These keywords also act as SEO (Search Engine Optimization) keywords that contribute to the overall website visibility on external Search Engines, such as Google and Bing.

How do I make updates or changes to my Business Directory Listing?

To make changes to your directory listing, you must be the Main Contact with editing rights for your organization or business. If you do not have access or need access, contact Lriehl@lancasterchamber.com.

To make updates to your Directory Listing, Log into your Membership Hub Portal and Click *My Directory Listing(s)* in the Left Navigation Panel. The edit pencil icon indicates which information may be updated. Click any edit icon to open the editing window for that information. Click the plus icon to enter and new information, additional websites, phone numbers, or social media links.



For step-by-step instructions, visit our Membership Hub Portal page by scanning the QR code here.



Also Available for Additional Cost: *Enhanced* Online Member Business Directory Listing

As a Member of the Chamber, you have access to all the elements listed above. With an Enhanced Business Directory Listing, you are able to add additional elements to your listing to elevate your business even more in the directory. Learn more on page 26.

Celebrating Business in Lancaster County

Ribbon Cuttings, Grand Openings, & Anniversaries



Planning a grand opening, anniversary, or business milestone?

A ribbon-cutting event is your opportunity to connect with our vibrant local community and shine a spotlight on your brand. By inviting everyone to join in, you'll forge new relationships with customers, neighboring businesses, and community leaders. **Let the Chamber be your partner in celebrating your success and elevating your business!**



Ribbon cuttings are shared through all our social media platforms, Member Connections email, and published in our quarterly Thriving publication:

**FACEBOOK,
INSTAGRAM,
& LINKEDIN**



22,600
Social Media
Followers

**WEEKLY DIGEST
EMAIL**



19,500
Total Email
Contacts

**THRIVING!
MAGAZINE**



40,000
Total
Readership



For more info, contact:
sales@lanasterchamber.com

Connect with a sales team member
directly or complete the request
form online:



Showcase Your Space

Host a Chamber Event

Hosting a Chamber event provides a unique opportunity to showcase your business location to other business professionals and potential clients. It's a great way to highlight your facilities, create brand awareness, and attract future customers or partnerships. By hosting an event, your business connects directly with a wide range of industry professionals, local leaders, and community members.

As a host, your business will receive additional visibility through the Chamber's promotional channels, including email newsletters, social media, and event materials. This added exposure can drive traffic to your website, increase brand awareness, and enhance your community presence.

The Lancaster Chamber is well-known for hosting over 150 high-quality events and programs every year. These events range from small (less than 25 guests) to large (from 150-250 guests), so we welcome any size space.

Please reach out to schedule a tour of your space with our Events & Program Team Members.

➔ **Contact Abigail Williams**
awilliams@lanasterchamber.com



Membership Hub

Welcome to Your Membership Hub: Activating Your Chamber Experience.

The Lancaster Chamber Member Directory is a comprehensive listing of all businesses and organizations within the Lancaster Chamber network. This searchable directory categorized by specific industry sectors allows you to connect with potential clients, partners, and service providers within the local business community.

With your listing you have the opportunity to become more accessible to local consumers and fellow members seeking services or partnerships. Use this platform to showcase your expertise and brand, promote your services, highlight your staff, connect consumers to your social platforms, and advertise business promotions.

The screenshot displays the Lancaster Chamber Membership Hub interface. On the left is a navigation menu with options: Home, My Info, My Billing Info, My Directory Listing(s), My Subscriptions, Events, Member Directory, Resources, Member Headlines, Job Board, Member-to-Member Discounts, Community Calendar, Chamber Shop, and Digital Articles Series. The main content area shows a 'CURRENT BALANCE' of \$0.00, a 'WELCOME TO YOUR LANCASTER CHAMBER MEMBERSHIP HUB!' message, and a list of member resources including registration for events, submitting headlines, job board, discounts, and community calendar. Below this is a 'MEMBERSHIP HUB PORTAL TOUR' section with a numbered list of features. On the right, there's a section for 'UPCOMING EVENTS' with a list of events and a 'REFER OTHERS' section with a 'Refer them today!' button.

! The Member Hub allows you to:

- Make managing your account quick and easy
- Easily manage your registrations for upcoming events and programs.
- Pay invoices and update billing account information.
- Access more Member only resources to utilize the Chamber website for your benefit, including the Job Board, Community Calendar, Member-to-Member discounts and Member headlines.
- Primary contacts for your company can make updates to your company directory listing more quickly to ensure your business' information is current & up-to-date.
- Primary contacts for your company can upload your business logo and description in the new enhanced directory featuring filtered searches by category & keywords.

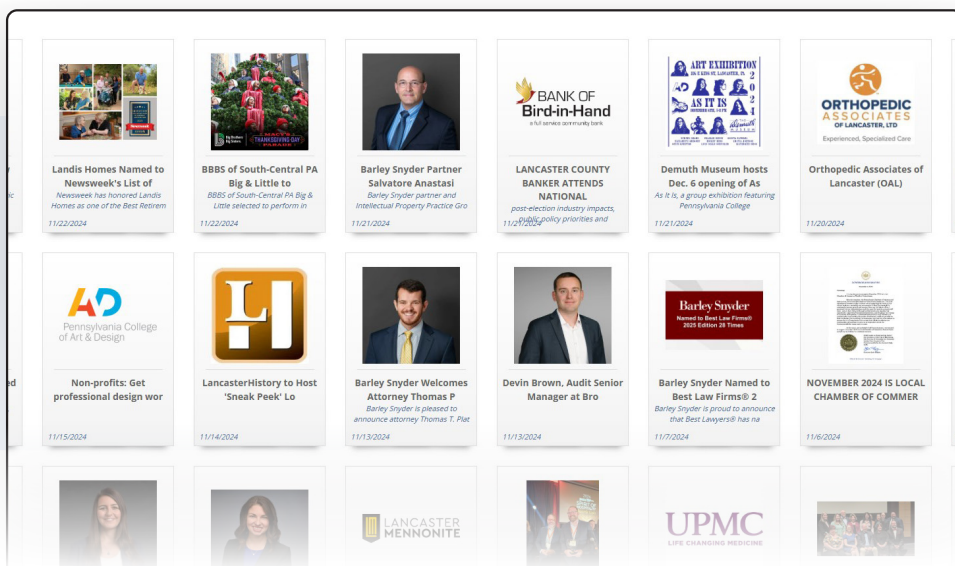


**To Learn More,
Visit the Membership
Hub Portal:**

Membership Hub

Member Headlines

The Lancaster Chamber's Member Headlines feature spotlights news from our Members. This feature is a space for members to announce new team members, employee recognitions, grand openings, community partnerships, and more. The most recent news in the feed will be featured in our next Membership Connections email.



➔ How to Submit News to the Member Headlines

Log into your Membership Hub Portal. Click Member Headlines in the left-hand navigation panel. Click the Add button. Then add the appropriate information:

- **Contact:** The contact name will default to the member currently logged into the system. If applicable, and organization name may be selected from the drop-down list.
- **Content Status:** The content status will display **Draft**. Once the news item is saved, the status will be updated to **Pending Approval**. Once Chamber staff has approved the news item, the status will be updated to **Approved**.
- **Title:** Enter a title for the news item. The title will display as the main title for the news item.
- **Tags:** Add tags for the news item.
- **Description:** Provide a description. This is the content of your news item.
- **Search Description:** Enter a search description, this is the description that will appear on the news items listing.
- **Publish Start:** Enter the date the content should start being published to the Member Headlines.
- **Publish End:** Enter the end date for the publication of this content. **Note: the Web Content Pre Expiration Notice automated email will be sent to the contact three days prior to the Publish End. Within the email will be a link, that will take them to the Membership Hub where they could update the news item end date.**
- **Category:** Select a category(s) from the list. Categories provide a way for the public to search your news content, and also allow you to easily report and analyze on web content submissions.
- **Media Contact:** This is a default optional custom field.
- **Related Links:** This is a default optional custom field.
- **Source:** This is a default optional custom field.

Click the Search Results icon to add an image to your news item. This image will be displayed in the news items list. Additional images may be added to the news item after it has been saved. Click Submit to save the news item.

After a member submits a news item, Chamber staff members will approve or decline the content. When the staff member approves the content, the member that submitted the content will receive an email notification stating the content was approved. Please allow for up to two days for your news to appear on the Member Headlines page.




! Elevating Members News

Our Member Headlines are posted to a live RSS feed on our homepage and highlight the news in our monthly Member Connections email sent on the first Monday of each month. They also are posted to all our social media platforms (Instagram, Facebook, & LinkedIn) at the beginning of each month.

Membership Hub

Community Calendar

The Lancaster Chamber's Community Calendar is your resource uplifting your local events, programs, and networking opportunities. From business workshops and community celebrations to industry-specific gatherings use our calendar to keep our community aware what's happening at your business.

FRI	November 1		How Did You Find Me Here? A Performance by David Wilcox 8:00 PM - 9:30 PM Join Elizabethtown College for an evening of music and storytelling with American folk musician David Wilcox. Wilcox's penetrating storytelling has an ...
WED	November 6		Becoming a CASA In-person Information Session 5:30 PM - 6:30 PM
THU	November 7		MX2024: The Region's Only Manufacturing Expo 10:00 AM - 3:00 PM Attend the only Manufacturing Expo in the region - network with other manufacturers and nearly 1,000 attendees!

➔ How to Add a Calendar Event to the Community Calendar

Log into your Membership Hub Portal. Click Events in the left-hand navigation panel. Click the Add New Event button. Enter in the relevant Event Information:

- **Event Name:** Enter a name for the event. *This description will be displayed on our website.*
- **Contact, Organization, Email Address, Phone:** Enter the contact information person for the event. *Will be automatically populated if you are logged into your portal.*
- **Event Contact Details:** Provide any specific information about the who should be contacted or add an additional contact information,
- **Description:** Provide a description of the event. *This description will be displayed on our website.*
- **Location Name:** Enter location information. *This information will be displayed on our website.*
- **Address:** Enter address of event location.
- **Publish Date:** Enter the date that you wish to begin displaying this event on our website.
- **Start At/End At:** This is the start time and end time of the event.
- **Hours Details:** This section allows you to enter descriptive information about the time/hours of the event (such as when registration opens, when dinner starts, when auction starts).
- **Category:** To assist you in filtering, sorting and/or report on this event, you may select a category from the drop-down list. *This is optional.*
- **Calendar:** Select the Community Calendar.

Click Submit to save the new event. The event will display in the window and you can then add/upload an event image if desired. If you have an issue with uploading image, you can email media@lancasterchamber.com with the image and a Lancaster Chamber team member will upload the image for you.

After a member submits a calendar event, Chamber staff members will approve or decline the event. When the staff member approves the event, the member that submitted the content will receive an email notification stating the event was approved. Please allow for up to two days for your news to appear on the Community Calendar page.


! Highlighting What's Happening in Our Community

Our Community Calendar events are highlighted in our monthly Member Connections email sent on the first Monday of each month. They also are posted to all our social media platforms (Instagram, Facebook, & LinkedIn) at the beginning of each month. A link to our community calendar can be found in the header of every email newsletter that comes from the Chamber.


Membership Hub

Member-to-Member Discounts


Another feature we are happy to share with you is the Member-to-Member Discounts. We are giving our Chamber Members the opportunity to post coupons and discounts for other Chamber Members ONLY, at no charge. If you are interested in promoting a special discount to our Members, submit now.



HOT TUBS - COLD TUBS - SWIM SPAS
Hot Tubs, Cold Tubs, Swim Spas
11/7/2024




10% OFF Photo Booth Activation for Lanca
Holiday Parties, Entertainment, Employee Recognition, Team B
10/22/2024



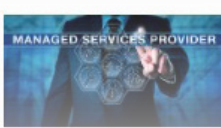
Get 20% Off Entertainment Services
Face painting, Caricatures, Henna, Airbrush
10/8/2024



IT Hardware COSTARS
Hight Saving.



IT Hardware Discount Program.



IT Managed Service Rebate

➔ How to Add Member-to-Member Discounts

Log into your Membership Hub Portal. Click Member-to-Member Discount in the left-hand navigation. Click the Add button. Enter the Discount/Coupon content:

- **Title:** Enter a title for the Discount/Coupon. *This title is displayed in the discounts list when viewed in the Membership Hub or on the public website.*
- **Description:** Enter a description of the Discount/Coupon.
- **Search Description:** Enter the description you wish to display when Discounts is searched on the website.
- **Expiration Date:** Enter in the date that the discount/coupon expires.
- **Promo Code:** Enter Promo, if applicable.
- **Posted by (displayed publicly):** Will be automatically populated if you are logged into the portal.
- **Publish Start:** Enter the date that you would like to start publishing this content.
- **Publish End:** Enter the date that you would like to stop publishing this content.
- **Search Results Image:** Upload the image that will be displayed in the search list for discounts. Only the search image may be added when the content items is first added. You can add additional images under **Other images**.

Click Submit.

After a member submits a discount/coupon, Chamber staff members may approve or decline the content. When the staff member approves the content, the member that submitted the content will receive an email notification stating the content was approved. Please allow for up to two days for your discount to appear on the Member-to-Member Discounts page.

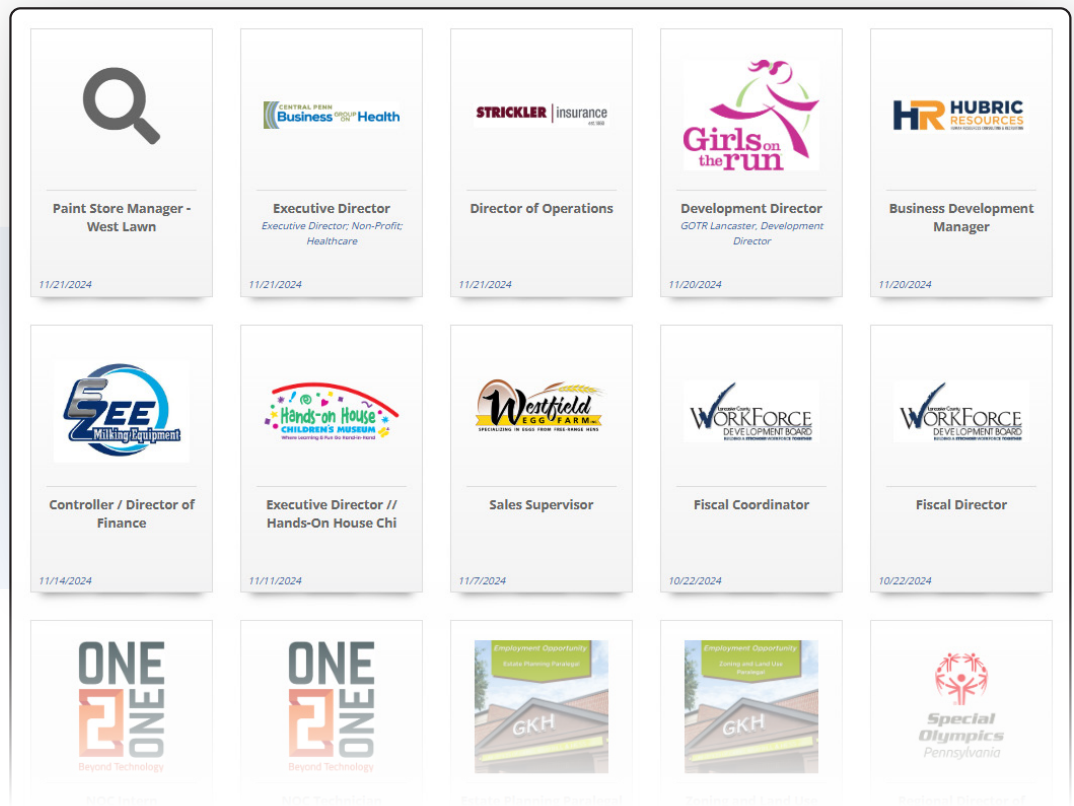
! Sharing Member Benefits

Our Member-to-Member Discount/Coupons are highlighted in our monthly Member Connections email sent on the first Monday of each month.

Membership Hub

Job Board

Workforce is a crucial part of Lancaster County's sustainability. As part of the Lancaster Chamber's Strategic Plan to continue to provide resources to help address the current workforce challenges, we would like to introduce our Workforce Resource, Lancaster Chamber Job Board.



➔ How to Add a Job Posting to the Job Board

Log into your Membership Hub Portal. Click Job Postings in the left-hand navigation. Click the Add button in the top right. Enter in the Job posting details:

- **Title:** Enter the job title. This will be displayed in the job postings search results.
- **Description:** Enter the job description, and other information as needed to describe the job.
- **Search Description:** Enter the description you wish to display on the job postings listing pages.
- Select **Job Type, Educational Level, Experience Level & Job Functions.** You can select as many options that apply.
- **Posted by (displayed publicly):** Will be automatically populated if you are logged into the portal.
- **Publish Start:** Enter the first day this job posting will be published.
- **Publish End:** Enter the last day this job posting will be published. **Note: the Web Content Pre Expiration Notice automated email will be sent to the contact three days prior to the Publish End. Within the email will be a link, that will take them to the Membership Hub where they could update the job posting publication end date.**
- (Optional) Click the **Search Result Image** to upload an image to be displayed on the job listings page. You can use this to upload your logo so that it is displayed in the listings.

NOTE: Additional images may be uploaded once the job posting has been saved.

Click Submit.

After a member submits a job posting, Chamber staff members may approve or decline the content. When the staff member approves the content, the member that submitted the content will receive an email notification stating the content was approved. Please allow for up to two days for your job posting to appear on the Job Board.

! Helping to Attract Talent

Our Job Board link is located in the header of every newsletter email that is sent out from the Chamber.

Digital Article Blog Series

Business Insights from the Lancaster County Business Community

The Lancaster Chamber Digital Article Series is a blog with regularly updated content and stories with insights, tips, and updates that support Lancaster County's thriving business community. The blog consists of articles on a range of topics, from leadership strategies and economic trends to local business success stories and community impact initiatives. Designed with our businesses in mind, this series offers valuable perspectives and practical advice to help you navigate today's challenges.

We invite our Member businesses the opportunity to contribute article content to our digital article blog. Whether you are looking to share expertise or tips, highlight a unique service, or elevate valuable resources that support the growth and success of Lancaster's business community, our blog is the perfect platform to reach a wide audience and build credibility.



DIGITAL ARTICLE SERIES

"TRANSFORMING CLIENT ACCOUNTING SERVICES: HOW AI IS REDEFINING THE FUTURE OF FINANCE"

Thriving! FEATURE THE TECH ISSUE



Transforming Client Accounting Services: How AI is Redefining the Future of Finance

October 25, 2024 / Thriving

by Nikkelle Druck, Director of Client Accounting Services, Trout CPA A feature piece from our Fall 2024 TECH issue of [...]

[Read More](#)

Archives

December 2024
November 2024
October 2024
September 2024
August 2024
July 2024
June 2024
May 2024
April 2024
March 2024
February 2024
January 2024
December 2023
November 2023
October 2023
September 2023
August 2023
July 2023



If you are interested in contributing to the Digital Article Series blog, Scan the QR Code to the left, or visit

lancasterchamber.growthzoneapp.com/digitalarticlesubmission

! Showcasing our Community

Digital articles are posted on our Digital Article Series Blog feed every Friday morning, highlighted in our Impact Update Email sent out on Friday afternoons, and also posted on all Lancaster Chamber social media platforms: Instagrams, Facebook, & LinkedIn. (Organization and author will be tagged on social media platforms that are applicable.)

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)

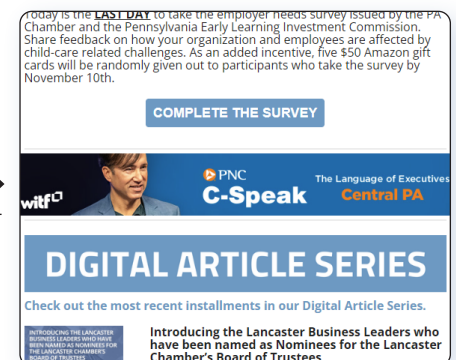
8 Middle Banner Insertions

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.

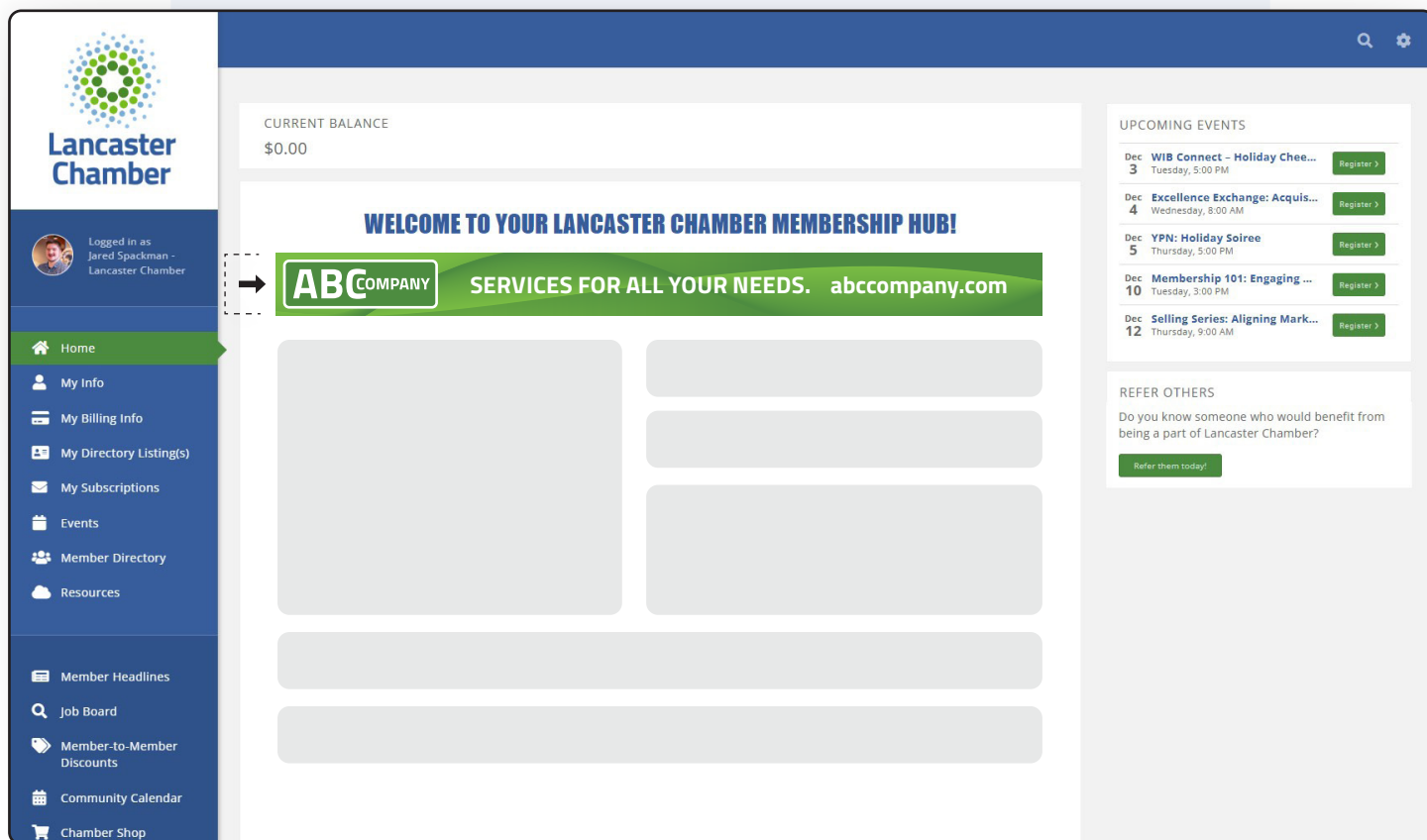


To schedule your email sponsorship, complete the Digital Advertising Contract Reservation Form, (pg. 27) and submit to media@lanasterchamber.com

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@lanasterchamber.com

Digital Advertising

Website Banners

We are excited to introduce a new way to elevate your brand, advertise your services, or promote an 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. 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

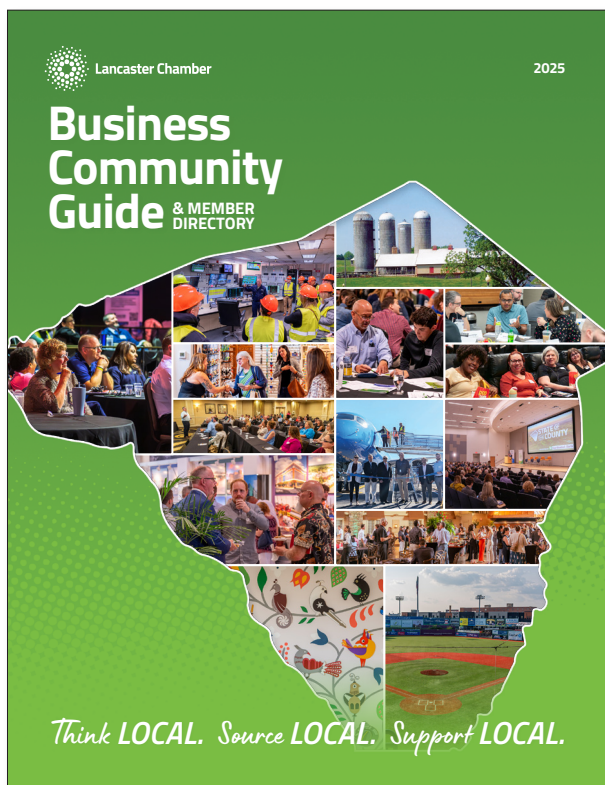
Partner: **\$500** Advertiser: **\$300**



Contact media@lanasterchamber.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



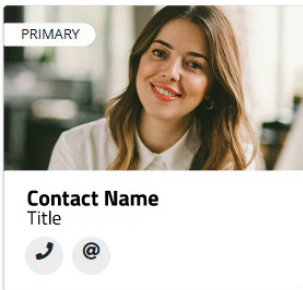
About

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

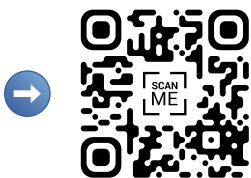
Visit Website

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



Lancaster
Chamber



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