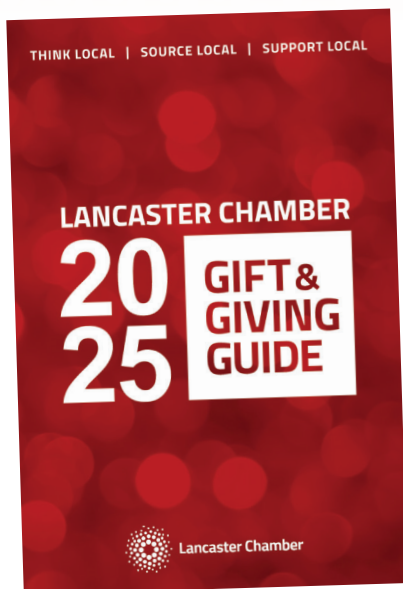


Gift & Giving Guide 2025

Advertising Information and Specifications



Lancaster Chamber



Are You Looking to Shine This Season?!

Showcase Your Business in the 2025 Holiday Gift & Giving Guide.

Get into the holiday spirit by showcasing your business as the go-to choice for corporate gifts, festive donations, party catering, and event venues! Join the 2025 Business Gift & Giving Guide to spread some cheer, spotlight your offerings, and make sure your brand shines bright this season! This guide has important information about ad specs, due dates and additional information about your purchase. *Please read thoroughly!*

Reach by the Numbers:



1,300

Total Number
of Members



20,000+

Total Email
Contacts



25,700

Social Media
Followers



10,000

Monthly Website
Pageviews (avg)



8,000

Monthly Website
Unique Visitors (avg)

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 plan using email marketing (19,500 contacts) and Social Media platforms (Reach of 22,000 followers).

Advertising Section

- | | | |
|---------------------------|-------------------|-------|
| • INSIDE FRONT: FULL PAGE | 5.25"w x 8"h | \$800 |
| • INSIDE BACK: FULL PAGE | 5.25"w x 8"h | \$800 |
| • FULL PAGE | 5.25"w x 8"h | \$600 |
| • HALF PAGE | 5.25"w x 3.875"h | \$400 |
| • QUARTER PAGE | 2.375"w x 3.875"h | \$200 |

Advertising Timeline

- | | |
|------------|----------------------------|
| OCTOBER 3 | Sales End |
| OCTOBER 3 | Ads Graphics Due |
| NOVEMBER 3 | Digital Publication Launch |
| NOVEMBER 7 | Print Publication Launch |

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

Member Complimentary Listing:

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

- Retail (Section: Retail & Gifts)
- **NEW:** Personalized and Branded Gifts
Companies that offer branded, custom, and promotional products from Advertising/Marketing/Media
(Section: Personalized and Branded Gifts)
- Restaurant, Food, Beverages/Event planning & venues
(Section: Vendors, Venues, & Catering)
- Community civic orgs/nonprofits (Section: Corporate Giving)
- Art, entertainment, recreation (Section: Experiences)

Listing Formatted as follows:

A-Z CATEGORY

Standard Business Listing Format

- Business Name
- Phone Number
- Website

Your Company, LLC
phone number
yourcompanyllc.com

Changed addresses recently? New website launched? Make sure your information is updated in our database!

Log into your Membership Hub Portal to make any updates or changes to your directory listing. Not sure how? - You will find instructions on how to log into the Member portal at lancasterchamber.com/membership-hub-portal. If you have any questions or issues with updating the information, *we are here to help!* Contact directory@lancasterchamber.com and we can assist you in the updating process.