

2026 Edition



Advertising & Media Kit

Digital & Print Advertising Opportunities



Advertising & Media Kit

115 E KING ST, LANCASTER, PA 17602 • 717.397.3531

LANCASTERCHAMBER.COM

Introduction

The Lancaster Chamber is committed to elevating our business community by providing robust opportunities for businesses and organizations to increase their visibility, tell their story, connect with the community, and grow their brand.

Through our comprehensive online business directory, digital and print advertising placements, and various engagement opportunities, the Chamber opens doors for businesses to reach Lancaster County's vibrant network of almost 1,400 member businesses and more than 29,000 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.

This guide provides you with multiple avenues to stand out and build strong connections.

PAID ADVERTISING OPPORTUNITIES

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Digital Advertising

Connecting Your Brand with the Business Community

Digital advertising with the Lancaster Chamber puts your business in front of a highly-engaged audience of local professionals, decision-makers, and community leaders. Through targeted placements across our email communications, website, membership hub, social media, and podcast platforms, digital advertising helps you increase visibility, reinforce credibility, and drive action.



With Digital Advertising, you can:

- Increase visibility among Lancaster business and professional community
- Reach targeted audiences through trusted Chamber digital channels
- Promote events, services, and initiatives at the right time and place
- Strengthen brand awareness through consistent digital touchpoints
- Drive engagement across email, web, social, and audio platforms

To Learn More, Visit Our Website
at lancasterchamber.com/elevate



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.

17,000+ Email Subscribers**28.4%** Open Rate (Average)**3.4%** Click Rate (Average)**Ad Specs and File Format:**

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

**Weekly Digest***Every Tuesday*

A weekly update on events, programs, and resources that help Members maximize their Chamber membership.

17,000+ Email Subscribers**42.3%** Open Rate (Average)**4.1%** Click Rate (Average)**Impact Update***Every Friday*

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

16,800+ Email Subscribers**39.8%** Open Rate (Average)**4.0%** Click Rate (Average)**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)**Example Email Banner Placements:**

→ Top Banner

→ Middle 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. 31) and submit to media@lancasterchamber.com



Email Sponsorships

Reach Your Target Audience

The Lancaster Chamber sends 6 topic-specific quarterly emails. 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+

Workforce Reimagined

Audience: Business Professionals interested in key insights on workforce trends, resources, and impacts of Lancaster County Employers.

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: 750+

Letter from the President

Audience: C-Suite Business Professionals, Executive, and Business Owners

Total Audience Count: 4,000+

Marketing

Audience: Marketing Professionals, Business Owners, & Creative Professionals interested in Marketing Content

Total Audience Count: 1,200+

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)

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!](#)

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

ABC COMPANY

**SERVICES FOR
ALL YOUR NEEDS.**
abccompany.com

Example ad

Email Banner Ad Size

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

*Correct Ratio Displayed,
does not reflect actual scale.

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



To schedule your email sponsorship, complete the Digital Advertising Contract Reservation Form, (pg. 31) and submit to media@lancasterchamber.com

Website Banners

Advertise On Our Webpages

We are excited to introduce a new way to elevate your brand, advertise your services, or promote an special event. The Lancaster chamber website 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.

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
- The Lancaster Chamber Blog

Web Banner Size

300px (w) x 500px (h)

→ To schedule your Website Banner Ad, complete the Digital Advertising Contract Reservation Form, (pg. 31) and submit to media@lancasterchamber.com

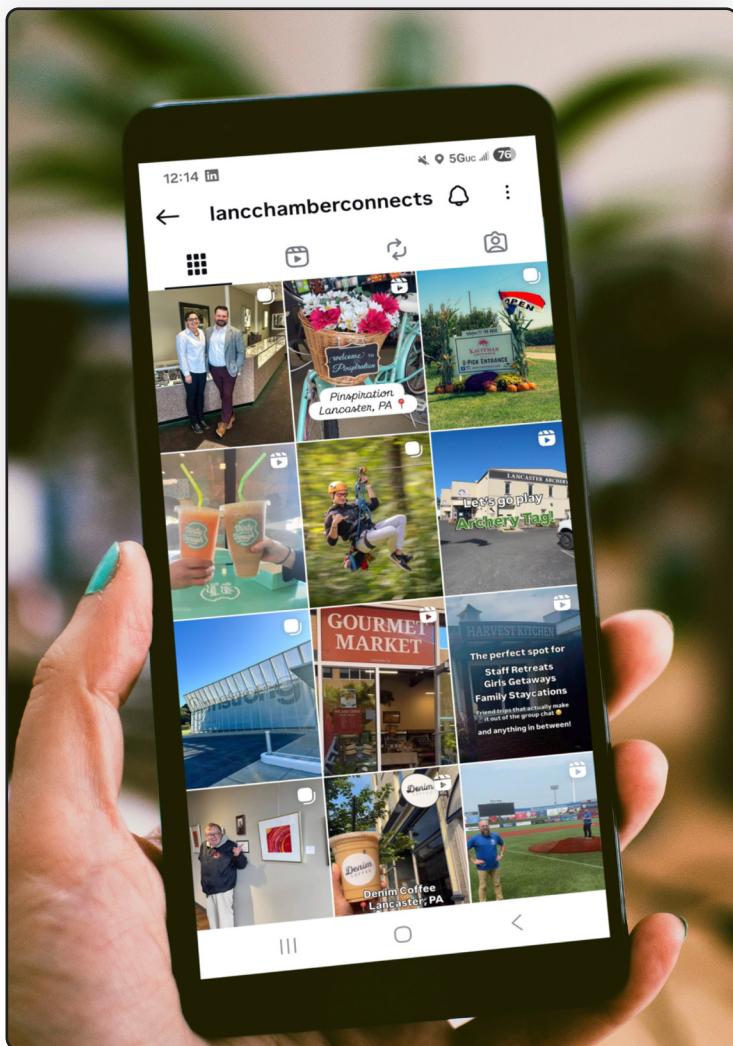
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2026 ELEVATING BUSINESSES ADVERTISING & MEDIA KIT · LANCASTERCHAMBER.COM

NEW: Social Media

Gain Additional Exposure Through Our Social Channels

Chamber Social Media Ads are a paid promotional opportunity shared across our Facebook, LinkedIn, and Instagram platforms—reaching a combined audience of over 26,000. These ads are perfect for Chamber members looking to boost visibility, promote a product or service, or drive engagement within the local business community.



The Lancaster Chamber has over 20,000 followers collectively on all of our platforms. As we continue to grow our following we invite you to take advantage of the opportunities to get in front of the business community!

 **Lancaster Chamber**

 **lancchamberconnects**

 **Lancaster Chamber**

→ Our Social Posting Guidelines

- Dates cannot be changed once confirmed
- Ad assets and copy must be submitted by due date or ad will not be posted
- Ad assets and copy must be completed by Member unless you purchased content creation
- All content must be sent to us 2 weeks ahead of the posting date
- Business name as you want it to appear in your ad
- Content or caption exactly as you want it to appear in your ad
- Member Listing should be updated (not required but highly recommended)
- Every social media ad will begin with the line: Member to Member Highlight
- Any link (optional)
- No holidays
- Any accounts you want tagged (optional)
- Please send all requirements in the same email to ensure all of your content is included

 Looking to get started? Connect with us to coordinate your timeslot and relevant details. media@lancasterchamber.com

RATES & AD PLACEMENTS

Static/Carousel	\$250
Mobile Video	\$300
Static/Carousel by the Chamber	\$400
Mobile Video by the Chamber	\$500

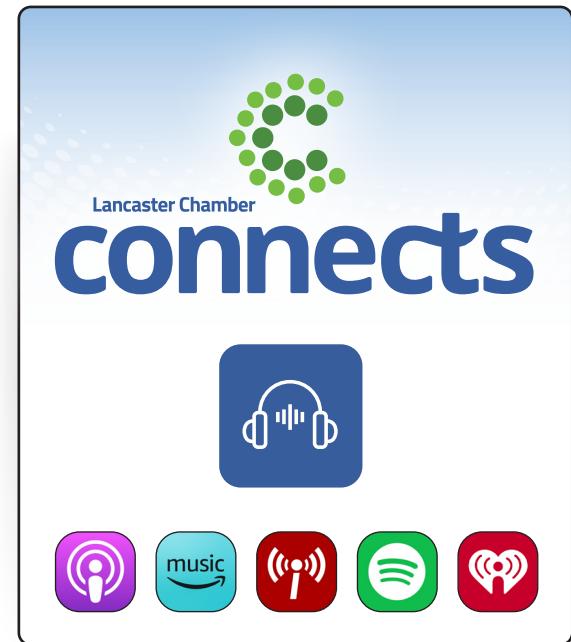
Lancaster Chamber Connects Podcast Sponsorship & Advertising

Connecting Business & Community

Lancaster Chamber Connects Podcast will feature interviews with business professionals representing a variety of industries and initiatives that highlights innovation, success, and growth.

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! They 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: Economic Growth, Talent Attraction & Retention, Marketing, 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.)

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.

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*

***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

Telling Your Story Through Local Publications

Print advertising with the Lancaster Chamber offers a tangible, lasting way to showcase your business, services, and impact within Lancaster County. Our publications are trusted resources designed to inform, connect, and celebrate the businesses and organizations that make our community thrive. From annual guides to seasonal publications and our signature Lancaster Thriving! magazine, print advertising allows you to reach both B2B and B2C audiences while aligning your brand with high-quality, locally focused content that readers value and revisit.



Membership Listings

Alphabetical

100th District - PA House of Representatives	Aaron's Acres	Albright LIFE	Ames Reese, Inc.
Government	Non-Profit	Personal Services	Industrial/Manufacturing/Distribution
11th District - U.S. House of Representatives	ABC Lancaster Auto Auction	Alegre Events	Amish Experience At Plain & Fancy Farm
Government	Transportation	Event Planning/Venues	Lodging/Travel
12:34 MicroTechnologies Inc.	Abel Construction Co., Inc.	Alexander Building Construction Co.	Amish Farm & House
Computers/Technology/Telecom	Real Estate/Construction	Real Estate/Construction	Lodging/Travel
13th District - PA Senate	Ace Handyman Services	ALIGN, LTD	AmishView Inn & Suites
Government	Maintenance/Repairs/Installation	Advertising/Marketing/Media	Lodging/Travel
1847Financial	ACG Acquisition, LLC	All American Threaded Products	Apex Advertising, Inc.
Finance/Insurance	Home/Garden	Industrial/Manufacturing/Distribution	Advertising/Marketing/Media
36th District - PA Senate	Achenbach's Pastry, Inc.	ALL Renovation & Design LLC	Apex Chiropractic & Wellness Center
Government	Restaurants/Food/Beverages	Real Estate/Construction	Healthcare/Wellness
37th District - PA House of Representatives	ACI Construction	Allegiance Staffing	Appalachia Technologies LLC
Government	Real Estate/Construction	Employment/Staffing Services	Computers/Technology/Telecom
41st District - PA House of Representatives	ACNB Bank	Alien Imports Ltd., Inc.	Appel, Yost & Zee LLP
Government	Business/Professional Services	dba Lancaster Toyota	Business/Professional Services
43rd District - PA House of Representatives	Acorn Acres Wildlife Rehabilitation	Mazda Scion	APPI Energy
Government	Non-Profit	Transportation	Utilities/Environmental
48th District - PA Senate	Acuity Advisors and CPAs, LLP	Allied Veterinary Cremation, Ltd.	Applied Educational Systems, Inc.
Government	Business/Professional Services	Pets/Veterinary	Education
49th House - PA House of Representatives	Abden LLC DBA Advanced Benefit Solutions	ALP Industries, Inc.	Arborist Enterprises, Inc.
Government	Finance/Insurance	Industrial/Manufacturing/Distribution	Home/Garden
551 West Restaurant	Advanced Cooling Technologies, Inc.	Alro Steel	Architecture + Engineering Innovations
Restaurants/Food/Beverages	Business/Professional Services	Industrial/Manufacturing/Distribution	Business/Professional Services
59th District - PA House of Representatives	Advoz: Mediation and Restorative Practices	Ambassador Advisors, LLC	Arconic
Government	Non-Profit	Finance/Insurance	Industrial/Manufacturing/Distribution
97th District - PA House of Representatives	Aetna	American Insurance Administrators, Inc.	ARK Technology Consultants
Government	Healthcare/Wellness	Finance/Insurance	Computers/Technology/Telecom
98th District - PA House of Representatives	Aetna Better Health Kids	American Music Theatre	Armstrong Relocation Company
Government	Healthcare/Wellness	Art/Entertainment/Recreation	Business/Professional Services
99th District - PA House of Representatives	AEP Advanced Food Products Lic	American Testing Laboratories, Inc.	Armstrong World Industries, Inc.
Government	Industrial/Manufacturing/Distribution	Industrial/Manufacturing/Distribution	Industrial/Manufacturing/Distribution
AAA Central Penn	AHF Products	Ames Janitorial Services	Industrial/Manufacturing/Distribution
Transportation	Industrial/Manufacturing/Distribution	Business/Professional Services	

Lancaster Chamber 21

With Print Advertising, you can:

- Showcase your business in high-quality, trusted Chamber publications
- Build credibility and brand recognition through tangible, long-form exposure
- Reach both B2B and B2C audiences across Lancaster County
- Align your brand with locally focused storytelling and thought leadership
- Create lasting impressions with content readers return to and share

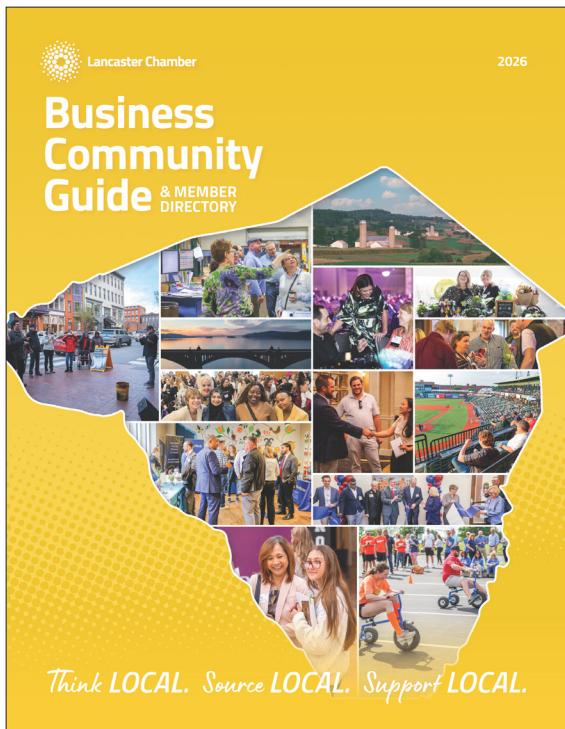
To Learn More, Visit Our Website at lancasterchamber.com/elevate



CONTACT: MEDIA@LANCASTERCHAMBER.COM

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Business Community Guide & Member Directory



[Click image to view current issue](#)

Membership Listings

Alphabetical

100th District - PA House of Representatives	Aaron's Acres Non-Profit	Albright LIFE Personal Services	Ames Reese, Inc. Industrial/Manufacturing/ Distribution
11th District - U.S. House of Representatives	ABC Lancaster Auto Auction Transportation	Algreen Events Event Planning/Venues	Amish Experience Du Riel & Fancy Farm Lodging/Travel
12th District - PA Senate Government	Abel Construction Co., Inc. Real Estate/Construction	Alexander Building Construction Co. Real Estate/Construction	Amish Farm & House Lodging/Travel
1847 Financial	Ace Handyman Services Maintenance/Repairs/ Installation	ALIGN, LTD. Advertising/Marketing/Media	AmishView Inn & Suites Lodging/Travel
36th District - PA Senate Government	AGC Acquisition, LLC Home/Construction	All American Threaded Products Manufacturing/ Distribution	Apex Advertising, Inc. Advertising/Marketing/Media
37th District - PA House of Representatives Government	Achenbach's Pasty, Inc. Restaurants/Food/Beverages	ALL Renovation & Design LLC Real Estate/Construction	Apex Chiropractic & Wellness Center Healthcare/Wellness
41st District - PA House of Representatives Government	ACNB Bank Business/Professional Services	Alliance Staffing Employment/Recruitment Services	Appalachia Technologies LLC Computer/Technology/ Telecom
42nd District - PA House of Representatives Government	Acorn Acres Wildlife Rehabilitation Non-Profit	Alien Imports Ltd., Inc. dba Lancaster Toyota Mazda Sales	Appel, Yost & Zee LLP Business/Professional Services
48th District - PA House of Representatives Government	ACUITY Advisors and CPA, LLP Business/Professional Services	Allied Veterinary Creation, Ltd. Pets/Veterinary	APP Energy Utilities/Environmental Systems, Education
48th District - PA Senate Government	Advanced LLC DBA Advanced Benefit Solutions Finance/Insurance	ALP Industries, Inc. Industrial/Manufacturing/ Distribution	Applied Education, Inc. Education
49th House - PA House of Representatives Government	Advanced Cooling Technologies, Inc. Business/Professional Services	Altis Steel Industrial/Manufacturing/ Distribution	Arborist Enterprises, Inc. Home/Garden
551 West Restaurant Restaurants/Food/Drinks	Advon Mediation and Restorative Practices Non-Profit	AMBASSADOR Advisors, LLC Finance/Insurance	Architecture + Engineering Innovations Business/Professional Services
96th District - PA House of Representatives Government	Aerotek Employment/Staffing Services	American Bankers Association, Inc. Finance/Insurance	Arctic Industrial/Manufacturing/ Distribution
97th District - PA House of Representatives Government	Aetna Healthcare/Wellness	American Music Theatre Art/Entertainment/Recreation	ARH Technology Consultants Computer/Technology/ Telecom
98th District - PA House of Representatives Government	Aetna Better Health Kids Healthcare/Wellness	American Testing Laboratories, Inc. Industrial/Manufacturing/ Distribution	Armstrong Relocation Company Business/Professional Services
99th District - PA House of Representatives Government	AFP Advanced Food Products Lic. Industrial/Manufacturing/ Distribution	Ames Janitorial Services Business/Professional Services	Armstrong World Industries, Inc. Industrial/Manufacturing/ Distribution
	AHF Products Industrial/Manufacturing/ Distribution		

Lancaster Chamber 21

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

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 & Member 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"

<u>Inside Front Full Page</u>	7.25" x 9.75"	\$1,795
<u>Inside Back Full Page</u>	7.25" x 9.75"	\$1,795
<u>Full Page</u>	7.25" x 9.75"	\$995
<u>Half Page</u>	7.25" x 4.75"	\$695
<u>Quarter Page</u>	3.5" x 4.75"	\$295

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

Need Help Designing Your Ad?

We provide design services for any advertisements that are purchased for Lancaster Chamber (only) digital & print advertising publications or email marketing. Contact us at media@lancasterchamber.com

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

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 Business Gift & Giving Guide to spread some cheer, spotlight your offerings, and make sure your brand shines bright!

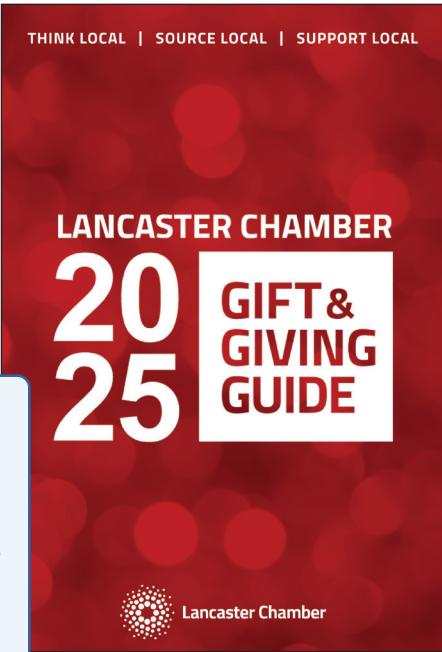
The Lancaster Chamber Gift & Giving Guide is conveniently organized into five curated sections to help your customers navigate all of the fantastic Lancaster County businesses and nonprofit organizations they can support during the holiday. From hosting a holiday party, to ordering a catered spread, 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

-  **2,000+** Print Circulation
-  **4,700+** Digital Impressions
-  **25,000+** Total Readership

THINK LOCAL | SOURCE LOCAL | SUPPORT LOCAL



[Click image to view current issue](#)



Corporate Giving

Large assortment of nonprofit organizations in a variety of crucial ways—and truly make a difference in the lives of Lancaster County. Consider as part of your giving program, to give back and help these organizations continue their transformational work in our communities.

to see how you can help beyond your charitable initiatives.

in the name of your community or your business.

charitable donations, how you or your business throughout the year.

to see how you can help beyond your charitable initiatives.

in the name of your community or your business.

charitable donations, how you or your business throughout the year.

Lancaster Chamber Gift Giving Guide | 2023

Browse our Lancaster Chamber members to find [nonprofit organizations to support](#).

Aaron's Acres 1861 Chamber St Suite 114 Lancaster, PA 17601 (717) 917-4101 aaronssacres.org	CASA of Lancaster and Berks Counties 125 E. King St., Ste. 51 Lancaster, PA 17602 (717) 208-3280 casalanc.org	CompassMark 1891 Sandy Ridge Road Ste 104 Lancaster, PA 17601 (717) 299-2831 compassmark.org
Advo: Medication and Restorative Practices 8 N Queen St Ste 210 Lancaster, PA 17603 (717) 299-1804 advovs.org	Central Penn Business Group on Health 115 East King St. Lancaster, PA 17602 (717) 239-6954 Ext 128 cpgh.org	CrossNet Ministries 123 N. King St. New Holland, PA 17557 (717) 355-2454 crossnet.org
Aspire WorkLabs 100 N Queen St Ste 300 Lancaster, PA 17603 (717) 405-1010 aspireworklabs.com	Chestnut Housing 404 E Chestnut St. Lancaster, PA 17602 (717) 669-7372 chestnut-housing-corporation.org	CWS-Lancaster 300 E King St. Lancaster, PA 17602 (717) 299-3800 cws-lancaster.org
ASSETS 103 S. King St Ste 246 Lancaster, PA 17603 (717) 393-4089 assets.org	CHS St. Joseph Children's Health (717) 397-7625 chschildrenshealth.org	DAIS Partners 442 N President Ave. Lancaster, PA 17603 (717) 587-7306 daispartners.org
Bethany Christian Services of Central Pennsylvania 1681 Crown Ave Ste 201 Lancaster, PA 17601 (717) 399-5213	Christian Aid Ministries 2412 Division Hwy Ephrata, PA 17522 (717) 364-5040 christianaidministries.org	Disability Empowerment Center 141 N. King St. Ave Suite B-1 Lancaster, PA 17603 (717) 394-1890 disabilitycenter.org
Better Business Bureau of Metro Wash, DC & Eastern PA 1000 19th Street NW Harrisburg, PA 17102 (717) 364-4325	Clare House 344 E Chestnut St. Lancaster, PA 17603 (717) 291-0967 clarehousehouse.org	Discover Lancaster 501 Greenfield Rd. Lancaster, PA 17601 (717) 299-2400 discoverlancaster.com
Boy Scouts of America-Pennsylvania District Council 630 Jonestown Rd. Lancaster, PA 17601 (717) 246-4003	Clinic For Special Children 510 N. King St. Strasburg, PA 17579 (717) 687-9407 cfc.org	Elwood Staffing 1384 Harrisburg Pk. Lancaster, PA 17601 (717) 394-3630 elwoodstaffing.com
Business Opportunities Center 515 Northgate Ave. Lancaster, PA 17603 (717) 346-3004 Ext 225 bog.lanc.org	COPYS 1417 Oregon Rd. Leola, PA 17540 (717) 243-5080 cops.org	Excella Human Services 1810 Rohrerstown Rd. Lancaster, PA 17601 (717) 519-6740 excellahumanservices.org
Bynes Health Education 515 S. George St. York, PA 17401 (717) 846-3004 Ext 225 bynesche.org	Community Action Partnership of Lancaster County 601 S. Queen St. Lancaster, PA 17603 (717) 299-7301 caplanc.org	

For Questions: media@lancasterchamber.com
Learn more about the Gift & Giving Guide:
lancasterchamber.com/giftgivingguide

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)
- Advertising, Marketing, & Media (Section: Personalized & Branded Gifts)

Your Company, LLC
→ yourcompanyllc.com
(717) 555-1234

Print Advertising

Thriving! Publication

Advertise in Our Quarterly Magazine

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@lancasterchamber.com

RATES & AD PLACEMENTS w" x h"

Back Cover	7.375" x 9.875"	\$2,850
Inside Back Cover	7.375" x 9.875"	\$2,600
Inside Front Cover	7.375" x 9.875"	\$2,600
Page One	7.375" x 9.875"	\$2,600
Page Opposite TOC	7.375" x 9.875"	\$2,600
Full Page	7.375" x 9.875"	\$2,300
Full Page Editorial	up to 700 words	\$2,300
1/2 Page Island	4.9375" x 7.5"	\$1,900
1/2 Page Vertical	3.5625" x 9.875"	\$1,500
1/2 Page Horizontal	7.375" x 4.833"	\$1,500
1/4 Page	3.5625" x 4.833"	\$1,000
1/8 Page	3.5625" x 2.2813"	\$650
Bottom Digital Banner	8.375" x 1"	\$450

Manufacturers are Harnessing the Power of AI and Advanced Technologies for Growth



Between technology and business is how companies operate, compete, and win or lose. Across South Central Pennsylvania, manufacturers are demonstrating remarkable resilience in the face of rapidly changing circumstances. It is also playing a pivotal role in this technological revolution. Manufacturers are harnessing automation to perform labor and intensive tasks. Robotic arms are enhancing precision and living in higher production rates and lower error is consistent quality standards and for meeting delivery dates.

Rigorous has emerged as a concern for small to mid-size manufacturers. How can they adapt to integrate AI into their processes to maintain competitiveness? AI's data-driven decisions, and machine learning allows manufacturers to optimize and resource allocation, minimize waste, and make informed, more-informed decisions. A manufacturer's operational costs and enhances overall

productivity, which improves their bottom line.

AI is used in predictive maintenance, quality inspection, yield increase, cost demand and inventory forecasting and potential parts failure. By analyzing historical data, AI predict machine behavior, quality failures, and demand for parts, enabling manufacturers to minimize waste, extend the lifespan of critical machinery, and reduce costs.

Data analytics is another crucial component of the AI toolkit. Manufacturers are using analytics to get actionable insights from their operational data. This information also supports strategic decisions, allowing for better resource allocation and operational efficiency. In essence, data analysis is the compass that guides small and mid-sized manufacturers toward success.

This synergy extends well beyond the factory floor. Strategic manufacturers are making investments in integrated systems that facilitate data collection and decision-making throughout their entire organizational hierarchy. We're starting to see the adoption of a concept known as

Digital Twin—a virtual representation of a physical object, system, or process generated by using real-time data and sensors—provides a highly accurate digital reflection of the real world. This twin allows continuous monitoring, in-depth analysis, and predictive insights into the performance and behavior of the actual physical entity, giving decision makers access to real-time data. This ability to quickly analyze AI and robotic automation can set SMEs apart from their competitors.

These trends are becoming more noticeable locally as companies look to AI and automation to solve ongoing workforce shortages. But the shift towards AI is not just about replacing human labor; it's about enhancing human performance. AI in automation is not only revolutionizing manufacturing processes; it is also creating a symbiotic relationship between humans and machines, leading to innovative solutions and a more resilient industry. The future innovation and growth in the manufacturing sector of AI, collaboration, and data-driven decision-making environments where technology and human expertise merge to drive efficiency, innovation, and growth.

MANTEC, a non-profit on a mission to help manufacturers remain competitive and grow, offers a Free Technology Assessment. Contact: Don@mantec.org. **LT**

Don Bolton is MANTEC's Manufacturing Technology Business Advisor for the Mid-Atlantic region. He hails from Michigan, where he was a design and process engineer serving clients such as General Motors, Chrysler, Ford, and GM. Prior to joining MANTEC, he served as a manufacturing consultant for 12 years for clients such as TTX, Cannon Equipment, and the DOD. In his role at MANTEC, he leverages his experiences to aid manufacturers in improving their technology and integrating advanced solutions.

BY DON BOLTON,
Manufacturing Technology
Business Advisor, **MANTEC**
Contact Don at Don@mantec.org




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Click image to view current issue

Target Audience:

Lancaster Thriving is read in print and digital format by 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 Member 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

Hoffmann Publishing Group is the official publisher of the Lancaster Chamber's Thriving magazine. For advertising opportunities, contact their sales team at sales@hoffmannpublishing.com or (610) 685-0914 x 715.

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@lancasterchamber.com or (717) 696-6246.

[Click to View All Available Sponsorships](#)



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

media@lancasterchamber.com



Justin Johnson
Director of Marketing & Communications



Jared Spackman
Marketing & Communications Specialist



Aliyah Mengel
Marketing & Communications Coordinator



Lancaster
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Digital Advertising Contract Reservation Form

PLEASE COMPLETE AND SEND TO: media@lancasterchamber.com

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Design Services
\$200 per project

Company: _____

Contact Name: _____

Contact Email: _____ Contact Phone: _____

Contact Address: _____

City

State

Zip

BANNER ADS	QUANTITY	DATE(S) REQUESTED	TOTAL
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Email Banner Ad(s)

Member Connections	Top (\$325)	_____	_____
	Middle (\$295)	_____	_____
Weekly Digest	Top (\$325)	_____	_____
	Middle (\$295)	_____	_____
Impact Update	Top (\$325)	_____	_____
	Middle (\$295)	_____	_____

Website Banner Ad(s) - Three Months Consecutively (\$950)

Membership Directory (\$350)	_____	_____
Community Calendar (\$350)	_____	_____
Job Board (\$350)	_____	_____
The Chamber Blog (\$350)	_____	_____

SOCIAL MEDIA AD(S)

Static/Carousel (\$250) or Static/Carousel by the Chamber (\$300)	_____
Mobile Video (\$300) or Mobile Video by the Chamber (\$500)	_____

EMAIL SPONSORSHIP (\$1200)

Professional Development	Workforce Reimagined	_____
Networking	Marketing	_____
Human Resources & Operations	_____	_____
Letter from the President	_____	_____

ENHANCED BUSINESS DIRECTORY LISTING

Enhanced Business Directory Listing (\$400)	_____
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WHAT'S ON TAP AD(S)

Partner (\$500)	_____
Advertiser (\$300)	_____

TOTAL

FREQUENCY DISCOUNT (*FOR EMAIL BANNER ADS ONLY - 10% FOR 4 INSERTS & 20% FOR 8 INSERTS)

GRAND TOTAL

Payment Type

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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.



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