

2026 Edition



Lancaster  
Chamber

# Advertising & Media Kit

*Digital & Print Advertising Opportunities*



**Advertising & Media Kit**

[LANCASTERCHAMBER.COM](http://LANCASTERCHAMBER.COM)

115 E KING ST, LANCASTER, PA 17602 • 717.397.3531

# 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

**Digital Advertising**..... **3**  
    Email Banners..... 4  
    Email Sponsorships ..... 5  
    Website Banners ..... 6  
    **New:** Social Media..... 7  
    Lancaster Chamber Connects Podcast Sponsorship & Advertising ..... 8  
**Print Advertising**..... **9**  
    Business Community Guide & Member Directory ..... 10  
    Gift & Giving Guide ..... 11  
    Thriving! Publication ..... 12  
**Sponsorships** ..... **13**  
**Design Services** ..... **14**  
**Contact Us** ..... **14**  
**Digital Advertising Reservation Contract**..... **15**

# 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](https://www.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)



## 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)

## 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 &amp; 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

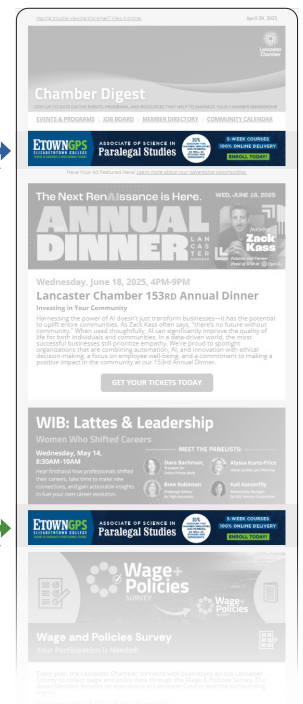


Middle Banner

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](mailto: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)

The example email layout consists of three main sections. The top section is a blue header with the text 'Let's Make a Connection!' and 'Upcoming Lancaster Chamber Networking Events', along with the Lancaster Chamber logo and navigation links: 'EVENTS & PROGRAMS', 'JOB BOARD', 'MEMBER DIRECTORY', and 'COMMUNITY CALENDAR'. The middle section is a white box with a dashed border containing the text 'This Lancaster Chamber email was proudly sponsored by: ABC Company' and a circular placeholder labeled 'YOUR LOGO WILL BE PLACED HERE'. The bottom section is a green banner ad with a photo of two people talking, the text 'Make Some New Connections Before the New Year!', a short paragraph about end-of-year goals, a link to explore networking programs, and the ABC Company logo and website 'abccompany.com'. A small note at the bottom right of the banner ad says 'Example ad'.

The diagram shows a dashed blue rectangle representing the banner ad size. It is labeled 'Email Banner Ad Size' and has dimensions '1,200px (w) x 400px (h)'. A note at the bottom right states '\*Correct Ratio Displayed, does not reflect actual scale.'.

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

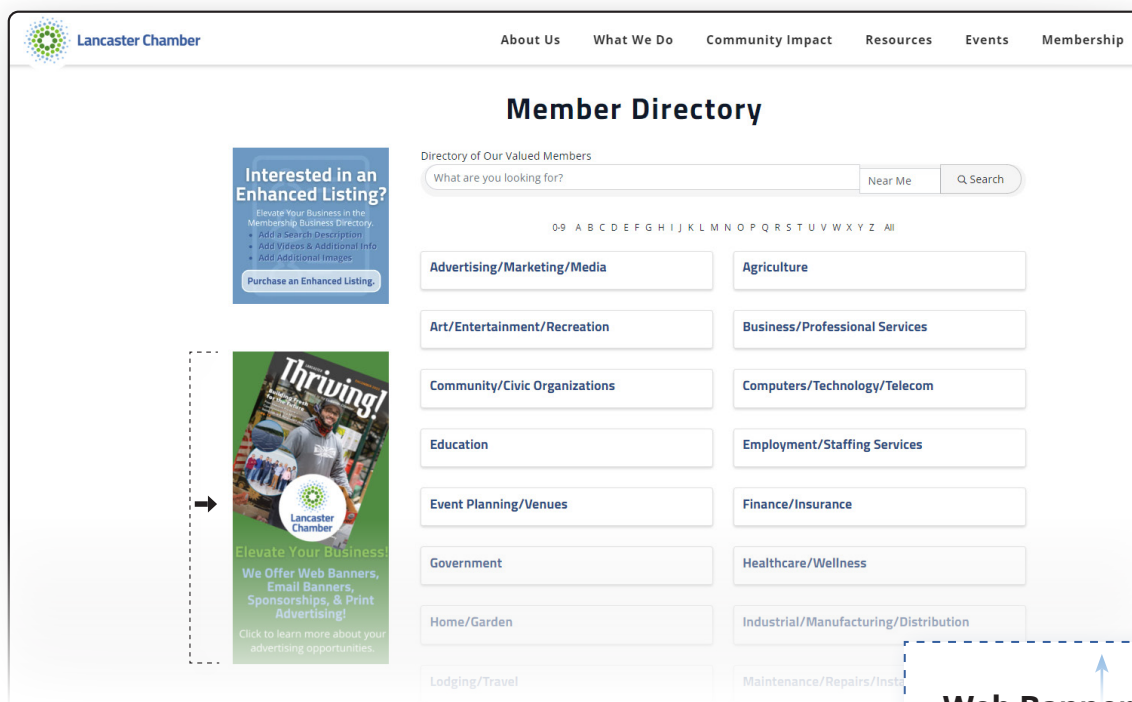
**Ad Specs and File Format:** PNG or JPEG, between 72-150 dpi. Please keep file size below 3MB

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

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



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

#### RATES & AD PLACEMENTS

<b>Satic/Carousel</b>	<b>\$250</b>
<b>Mobile Video</b>	<b>\$300</b>
<b>Satic/Carousel by the Chamber</b>	<b>\$400</b>
<b>Mobile Video by the Chamber</b>	<b>\$500</b>



## 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](mailto: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.

**LutherCare**  
Together in Community

*Where Potential is Ageless!*

From our vibrant retirement communities to our highly-rated childcare centers, our services are designed to ensure that those we serve reach their full potential – at age 3 or 93!

Explore Our Network of Services Today | [www.LutherCare.org](http://www.LutherCare.org)

Independent Living . Personal Care . Memory Support . Skilled Nursing Care  
Rehab to Home . Home Care . Childcare and Early Learning

LutherCare complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

**PRODUCTIVITY UP,  
COSTS DOWN.  
WE CAN MAKE  
IT HAPPEN!**

**QualityDOS**  
IT'S ALL ABOUT THE DOCUMENT

866.228.4400 [qualitydos.com](http://qualitydos.com)

We invest in what we know best -  
our community.

**BANK OF  
Bird-in-Hand**  
a full service community bank

**BRANCH LOCATIONS:**  
Bird-in-Hand | Intercourse  
Paradise | Ephrata | Manheim  
Schaefferstown | Lykens Valley

Visit our website for a current mobile branch schedule.

**717-768-8811 | [BIHBANK.COM](http://BIHBANK.COM)**  
NMLS# 1236471 | Member FDIC, Equal Housing Lender

### Membership Listings

Alphabetical

<b>100th District - PA House of Representatives</b> Government	<b>Aaron's Acres</b> Non-Profit	<b>Albright LIFE</b> Personal Services	<b>Ames Reese, Inc.</b> Industrial/Manufacturing/ Distribution
<b>11th District - U.S. House of Representatives</b> Government	<b>ABC Lancaster Auto Auction</b> Transportation	<b>Alegre Events</b> Event Planning/Venues	<b>Amish Experience At Plain &amp; Fancy Farm</b> Lodging/Travel
<b>12:34</b> <b>MicroTechnologies Inc.</b> Computers/Technology/ Telecom	<b>Abel Construction Co., Inc.</b> Real Estate/Construction	<b>Alexander Building Construction Co.</b> Real Estate/Construction	<b>Amish Farm &amp; House</b> Lodging/Travel
<b>13th District - PA Senate</b> Government	<b>Ace Handyman Services</b> Maintenance/Repairs/ Installation	<b>ALIGN, LTD</b> Advertising/Marketing/Media	<b>AmishView Inn &amp; Suites</b> Lodging/Travel
<b>1847Financial</b> Finance/Insurance	<b>ACG Acquisition, LLC</b> Home/Garden	<b>All American Threaded Products</b> Industrial/Manufacturing/ Distribution	<b>Apex Advertising, Inc.</b> Advertising/Marketing/Media
<b>36th District - PA Senate</b> Government	<b>Achenbach's Pastry, Inc.</b> Restaurants/Food/Beverages	<b>ALL Renovation &amp; Design LLC</b> Real Estate/Construction	<b>Apex Chiropractic &amp; Wellness Center</b> Healthcare/Wellness
<b>37th District - PA House of Representatives</b> Government	<b>ACI Construction</b> Real Estate/Construction	<b>Allegiance Staffing</b> Employment/Staffing Services	<b>Appalachia Technologies LLC</b> Computers/Technology/ Telecom
<b>41st District - PA House of Representatives</b> Government	<b>ACNB Bank</b> Business/Professional Services	<b>Allen Imports Ltd., Inc. dba Lancaster Toyota Mazda Scion</b> Transportation	<b>Appel, Yost &amp; Zee LLP</b> Business/Professional Services
<b>43rd District - PA House of Representatives</b> Government	<b>Acorn Acres Wildlife Rehabilitation</b> Non-Profit	<b>Allied Veterinary Cremation, Ltd.</b> Pets/Veterinary	<b>APPI Energy</b> Utilities/Environmental
<b>48th District - PA Senate</b> Government	<b>Acuity Advisors and CPAs, LLP</b> Business/Professional Services	<b>ALP Industries, Inc.</b> Industrial/Manufacturing/ Distribution	<b>Applied Educational Systems, Inc.</b> Education
<b>49th House - PA House of Representatives</b> Government	<b>Adben LLC DBA Advanced Benefit Solutions</b> Finance/Insurance	<b>Alro Steel</b> Industrial/Manufacturing/ Distribution	<b>Arborist Enterprises, Inc.</b> Home/Garden
<b>551 West Restaurant</b> Restaurants/Food/Beverages	<b>Advanced Cooling Technologies, Inc.</b> Business/Professional Services	<b>Ambassador Advisors, LLC</b> Finance/Insurance	<b>Architecture + Engineering Innovations</b> Business/Professional Services
<b>96th District - PA House of Representatives</b> Government	<b>Advov: Mediation and Restorative Practices</b> Non-Profit	<b>American Insurance Administrators, Inc.</b> Finance/Insurance	<b>Arconic</b> Industrial/Manufacturing/ Distribution
<b>97th District - PA House of Representatives</b> Government	<b>Aerrotek</b> Employment/Staffing Services	<b>American Music Theatre</b> Arts/Entertainment/Recreation	<b>ARK Technology Consultants</b> Computers/Technology/ Telecom
<b>98th District - PA House of Representatives</b> Government	<b>Aetna</b> Healthcare/Wellness	<b>American Testing Laboratories, Inc.</b> Industrial/Manufacturing/ Distribution	<b>Armstrong Relocation Company</b> Business/Professional Services
<b>99th District - PA House of Representatives</b> Government	<b>Aetna Better Health Kids</b> Healthcare/Wellness	<b>Ames Janitorial Services</b> Business/Professional Services	<b>Armstrong World Industries, Inc.</b> Industrial/Manufacturing/ Distribution
<b>AAA Central Penn</b> Transportation	<b>AFP Advanced Food Products LLC</b> Industrial/Manufacturing/ Distribution		
	<b>AHF Products</b> Industrial/Manufacturing/ Distribution		

### ! 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

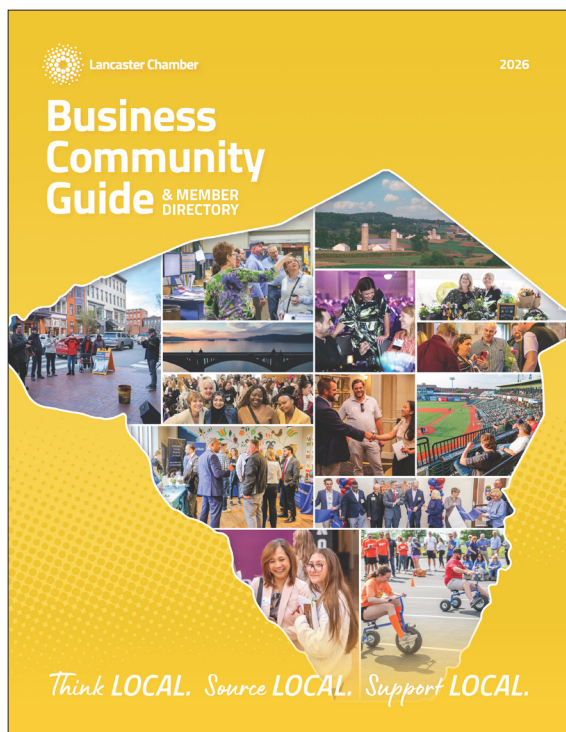
To Learn More, Visit Our Website  
at [lancasterchamber.com/elevate](http://lancasterchamber.com/elevate)





## Print Advertising

## Business Community Guide &amp; Member 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 & 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 &amp; AD PLACEMENTS w" x h"

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

## 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@lanasterchamber.com](mailto:media@lanasterchamber.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](mailto:info@yourcompanyllc.com)  
[yourcompanyllc.com](http://yourcompanyllc.com)



For Questions: [media@lanasterchamber.com](mailto:media@lanasterchamber.com)  
Learn more about the Business Community Guide:  
[lanasterchamber.com/businesscommunityguide](http://lanasterchamber.com/businesscommunityguide)



## 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



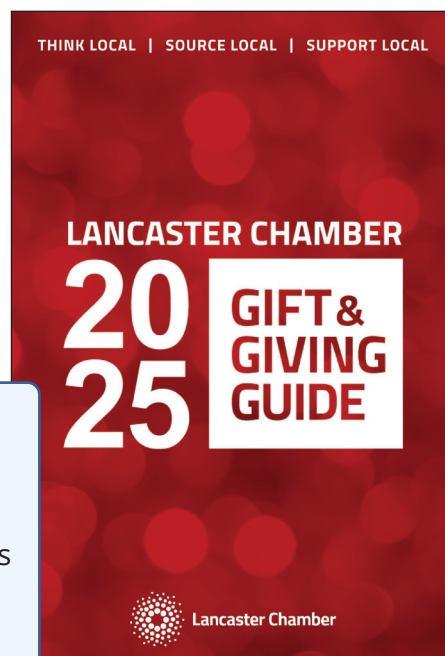
**2,000+**  
Print Circulation



**4,700+**  
Digital Impressions



**25,000+**  
Total Readership



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



**For Questions:** [media@lancasterchamber.com](mailto:media@lancasterchamber.com)  
**Learn more about the Gift & Giving Guide:**  
[lancasterchamber.com/giftgivingguide](http://lancasterchamber.com/giftgivingguide)



**Your Company, LLC**  
[yourcompanyllc.com](http://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@lanasterchamber.com](mailto:media@lanasterchamber.com)

## RATES &amp; 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



2,100  
Print Circulation



6,500+  
Digital Impressions



12,000+  
Total Readership



[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](mailto:sales@hoffmannpublishing.com) or (610) 685-0914 x 715.

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

AI is also playing a pivotal role in this technological revolution. Manufacturers are harnessing automation to optimize and labor-intensive tasks. Robotic arms and assembly lines are enhancing precision and bringing higher production rates and lower error rates to the table, while AI is streamlining quality control, reducing waste, and enhancing overall productivity, which improves their bottom line.

AI's role in predictive maintenance, quality control, yield increase, and demand and inventory forecasting have significant positive financial impacts. By analyzing historical data, AI can predict machine failure, quality issues, and demand for parts, enabling manufacturers to minimize waste, extend the lifespan of critical machinery and optimize inventory.

Data analytics is another crucial component of the AI toolkit. Manufacturers are using analytics to gain valuable insights from their operational data. This information allows strategic decisions, allowing for better adaptation to market trends and customer preferences to ensure data analytics is the compass that guides small and mid-sized manufacturers toward success.

The synergy extends well beyond the factory floor. Smart manufacturers are making investments in integrated systems and resource allocation, identifying potential risks, and making faster, more informed choices, which in turn reduces operational costs and enhances overall productivity.

**BY DON BOLTON,**  
Manufacturing Technology  
Business Advisor, Mantec  
Contact Don  
at [don@mantec.org](mailto:don@mantec.org)

**MANTEC**  
Manufacturing Technology  
Business Advisor for  
Manufacturing Technology  
He built from Michigan  
where he was a design and process engineer serving clients such as General Motors, Chrysler, Kuba, and Comau. Prior to that, Don was a welder fabricator for 12 years for clients such as ITX, Cannon Truck Equipment, and the DOD. In his role at MANTEC, he leverages his experience to help manufacturers in assessing their technology needs and integrating advanced solutions.

**ARTS, COMMUNITY, CULTURE**  
Your Keys to Lancaster City Living

Experience downtown living in one of Lancaster's 55+ rental apartments. Just steps from shopping, entertainment, restaurants, and more!

**Landis Place**  
239 W. King St.  
717-601-8888  
[LandisPlace.org](http://LandisPlace.org)

**Steeple View Lofts**  
118 N. Water St.  
717-581-5900  
[SteepleViewLofts.com](http://SteepleViewLofts.com)

LancasterChamber.com

→ Email [media@lanasterchamber.com](mailto: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...**

[Click to View All Available Sponsorships](#)



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



# 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@lanasterchamber.com](mailto:media@lanasterchamber.com).



## Contact Us!

### Your Marketing & Communications Team

[media@lanasterchamber.com](mailto:media@lanasterchamber.com)



Lancaster  
Chamber



**Justin Johnson**  
Director of Marketing  
& Communications



**Jared Spackman**  
Marketing &  
Communications  
Specialist



**Aliyah Mengel**  
Marketing &  
Communications  
Coordinator

# Digital Advertising Contract

## Reservation Form

PLEASE COMPLETE AND SEND TO: [media@lancasterchamber.com](mailto:media@lancasterchamber.com)

### Digital Advertising Design Services

The Lancaster Chamber provides design services for any advertisements that are purchased for Lancaster Chamber(only) digital & print advertising publications or email marketing. 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](mailto:media@lancasterchamber.com).

☐ Design Services  
\$200 per project

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)			

### 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	Workfore Reimagined
Networking	Marketing
Human Resources & Operations	
Letter from the President	

### ENHANCED BUSINESS DIRECTORY LISTING

Enhanced Business Directory Listing (\$400)	
---	--

### 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

☐ 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](mailto:MEDIA@LANCASTERCHAMBER.COM)

[lancasterchamber.com](http://lancasterchamber.com)



Lancaster Chamber