

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 & 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

