

Fall
Edition



Advertising That Means Business

Digital & Print Advertising Opportunities
with the Lancaster Chamber



Advertising & Media Kit

115 E King St, Lancaster, PA 17602 • 717.397.3531

LANCASTERCHAMBER.COM

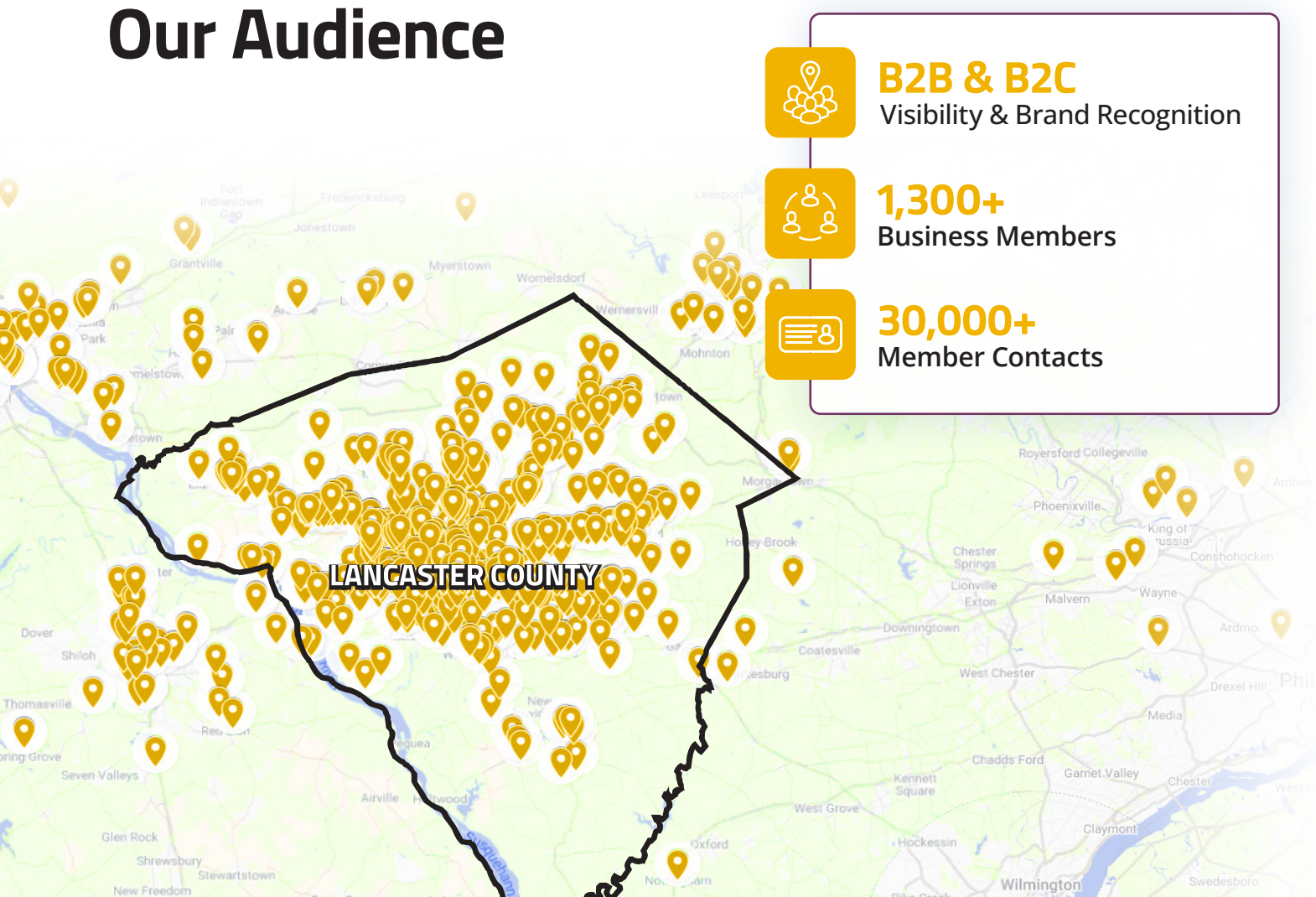
Membership Gets You Seen. Advertising Gets You Noticed.

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 digital & print advertising placements and sponsorship opportunities, the Chamber opens doors for businesses to reach Lancaster County's vibrant network of 1,300+ member businesses and more than 30,000+ local contacts.

By tapping into the Chamber's established platforms, from digital advertising in weekly newsletters to print ads in our publications, you can position your brand effectively within both B2B and B2C markets.

Our Audience



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



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.



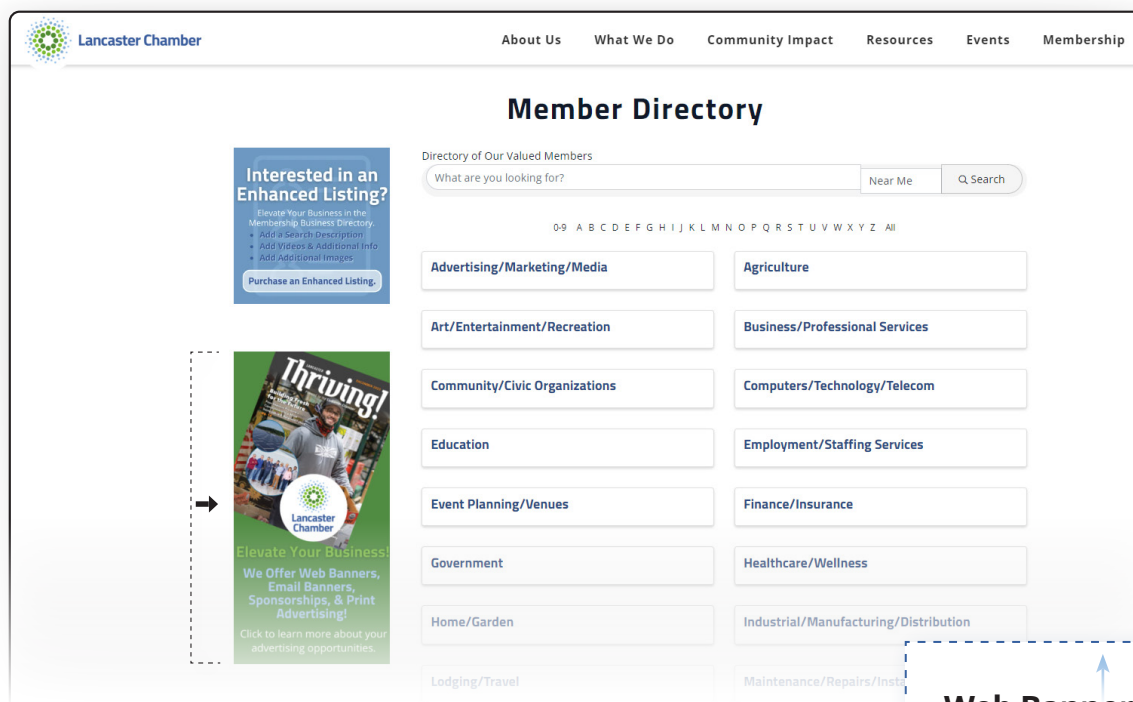
To schedule your email banner ad, complete the **Digital Advertising Contract Reservation Form, (pg. 31)** and submit to media@lanasterchamber.com



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

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

• <u>Static/Carousel</u>	\$250
• <u>Mobile Video</u>	\$300
• <u>Static/Carousel/Mobile Video</u>	\$500
<i>Content Collected & Produced by Lancaster Chamber Team</i>	

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

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.

Membership Listings

Alphabetical

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

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

Quality
IT'S ALL ABOUT THE DOCUMENT

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We invest in what we know best -
our community.

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

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

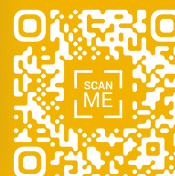
Visit our website for a current mobile branch schedule.

717-768-8811 | BIHBANK.COM
NMLS# 1236471 | Member FDIC, Equal Housing Lender.

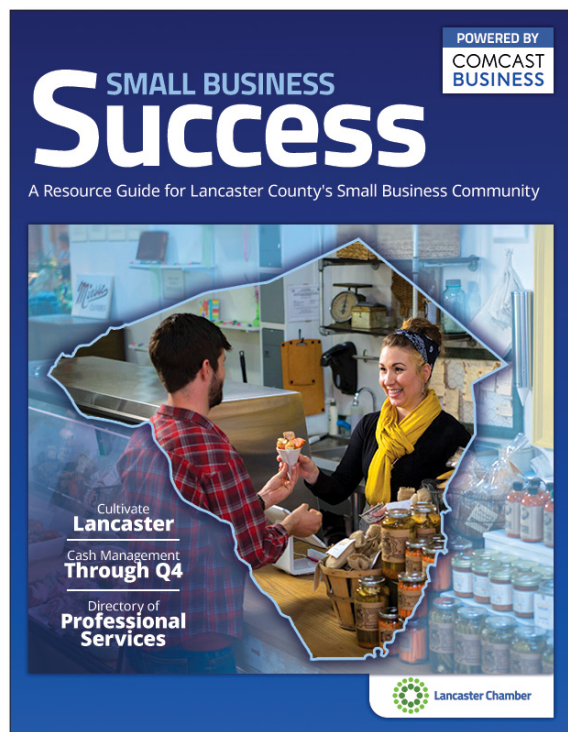
! With Print Advertising, you can:

- 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



Small Business SUCCESS - Small Business Resource Magazine



Click image to view current issue

Put Your Business in Front of Lancaster County's Small Business Community

Small businesses are constantly looking for trusted resources, expertise, and partners to help them navigate challenges and take their next step.

This publication is a **NEW** Lancaster Chamber resource designed specifically with those businesses in mind. Through practical tips, local resources, expert insights, business stories, and a dedicated Small Business Resource Directory, the publication will connect small business owners and leaders with information they can put to work.

For businesses that serve small businesses, advertising in Small Business SUCCESS is an opportunity to put your brand alongside the resources and information this audience is actively looking for. Whether you provide financial services, insurance, marketing, technology, HR support, legal guidance, consulting, real estate, or other business services, this publication gives you a targeted opportunity to position your organization as a resource for Lancaster County businesses.

RATES & AD PLACEMENTS w" x h"

Inside Back Full Page	7.25" x 9.75"	\$1,000
Full Page	7.25" x 9.75"	\$800
Half Page	7.25" x 4.75"	\$500
Quarter Page	3.5" x 4.75"	\$250

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

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

Target Audience

Small Business SUCCESS is designed for small business owners, entrepreneurs, emerging businesses, and small business leaders throughout Lancaster County.

Advertising is especially valuable for organizations looking to reach and build awareness among small businesses that may need their expertise, products, services, or support as they operate and grow.



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



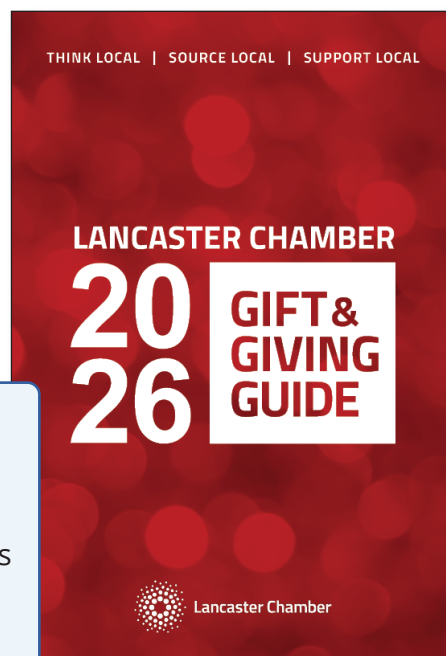
2,000+
Print Circulation



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
Learn more about the Gift & Giving Guide:
lancasterchamber.com/giftgivingguide

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

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

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



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 or (610) 685-0914 x 715.



→ Email media@lanasterchamber.com for more info.

Sponsorships

Get in Front of *Your Audience*

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. 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.

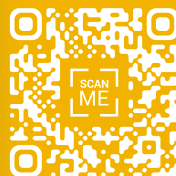
It's truly a win-win: we'll help you elevate your brand to a robust audience while supporting & sustaining the Lancaster Chamber's impact on our community.



! Our sponsorships reach a variety of audiences based on your needs.

- **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...

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





October 2nd, 2026

The Lancaster Chamber is proud to bring together Hispanic community leaders, business owners and workforce for this celebration lunch event. Hear from several key community leaders while also networking and enjoying the best of Lancaster’s Hispanic food scene! By sponsoring this event, you will not only showcase your support for the Hispanic community but also position your brand prominently among community leaders and business.

SPONSOR LEVEL	Presenting	Unique*	Supporting
2026 Price	\$4,000	\$2,500	\$500
Event Calendar Page	Logo	Logo	Logo
Event Promo	Logo	Logo	Logo
Social Media	4x	2x	
Event Reminder Email	✓	✓	✓
Comp Tickets	6	4	2
PowerPoint	Logo	Logo	Logo
Opportunity to Address Audience	✓		
Name Recognition During Opening Comments	✓	✓	✓
Unique Branding	✓	✓	
Company Display at Event	✓	✓	✓
Attendee Excel List	✓		



SMALL BUSINESS SUMMIT

powered by the **Lancaster Chamber**

October 22nd, 2026

The Small Business Summit connects business owners and leaders with the insights, resources, and relationships they need to succeed – making it a powerful platform for sponsors to align with Lancaster’s thriving business community. Focused on practical learning, expert guidance, and peer connection, the event draws engages attendees representing businesses at every stage of growth.

SPONSOR LEVEL	Presenting	Hospitality	Speaker	Breakout	Lunch	Supporting
2026	\$5,000	\$3,000	\$3,000	\$3,000	\$3,000	\$900
Event Promotion	Logo - Premium	Logo	Logo	Logo	Logo	Name
Event Calendar Page	Logo	Logo	Logo	Logo	Logo	Logo
Comp Tickets	5	3	3	3	3	1
Power Point	Logo	Logo	Logo	Logo	Logo	Logo
Program Ads	Full	Quarter	Quarter	Quarter	Quarter	
Program Recognition	Logo	Logo	Logo	Logo	Logo	Logo
Special Recognition Related to Naming		✓	✓	✓	✓	
Sponsor Name Badges	✓	✓	✓	✓	✓	✓
Opportunity to Set Up Company Marketing Table	Premium	Premium	Premium	Premium	Premium	✓



November 19th, 2026

As one of Lancaster County’s leading economic drivers, agriculture takes center stage at this signature event. With a nod to blue ribbons, grandstand moments, and the pride of a job well done, this year’s banquet celebrates the people and progress shaping the industry - honoring the legacy of the past 50 years while recognizing the next generation who will carry it forward.

SPONSOR LEVEL	Presenting	Speaker	Century Farm	DELP Award	Other Unique Sponsors	Supporting	Patron
2026	\$6,000	\$3,500	\$3,500	\$3,500	\$3,500	\$2,500	\$1,000
Event Promotion	Logo	Logo	Logo	Logo	Logo	Logo	
Event Calendar Page	Logo	Logo	Logo	Logo	Logo	Logo	Name
Opportunity to Address Audience	✓						
Comp Tickets*	18	16	16	16	16	16	8
Power	Logo	Logo	Logo	Logo	Logo	Logo	Name
Program Ads	Full	Half	Half	Half	Half	Quarter	
Program Recognition	Logo	Logo	Logo	Logo	Logo	Logo	Name
Special Recognition Related to Naming		✓	✓	✓	✓		
Sponsor	✓	✓	✓	✓	✓	✓	✓
Attendee Excel List	✓						

Design Services

Print, Digital, and Email Marketing Advertisements

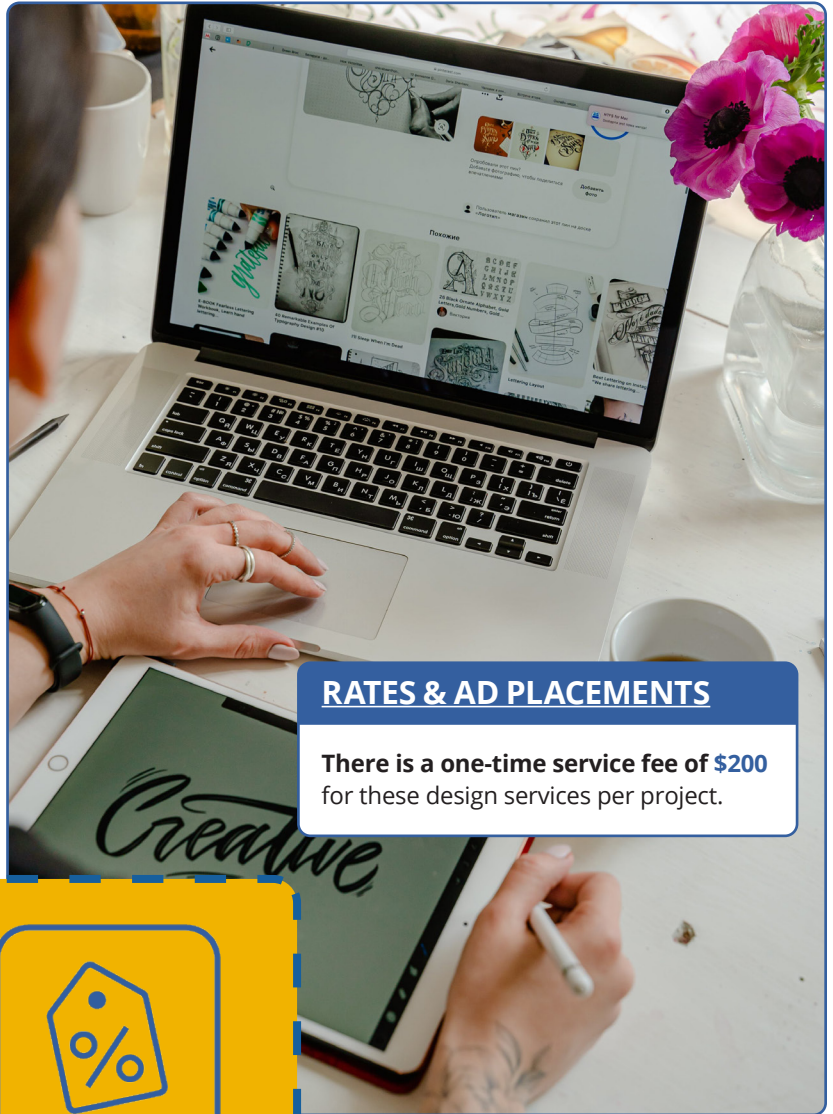
The Lancaster Chamber provides design services for any advertisements that are purchased for Lancaster Chamber (only) digital & print advertising publications or email marketing. The designs will be produced based on the specific design requirements as indicated by the publication or digital advertising 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.



If you are interested in our design services, please contact media@lancasterchamber.com.



RATES & AD PLACEMENTS

There is a one-time service fee of **\$200** for these design services per project.

Fall Special Bundle

Web Banner Ad 1 for 30 Days
Email Banner Ad 1 Placement
Social Ad 1 Static/Carousel

\$749 (Value: \$875)



Contact Us!

Your Marketing & Communications Team

media@lancasterchamber.com

Justin Johnson
Director of Marketing
& Communications

Alex Gutierrez
Creative Design &
Communications Specialist

Aliyah Mengel
Marketing &
Communications Coordinator





115 E KING ST, LANCASTER, PA 17602
MEDIA@LANCASTERCHAMBER.COM

lanasterchamber.com



Lancaster Chamber