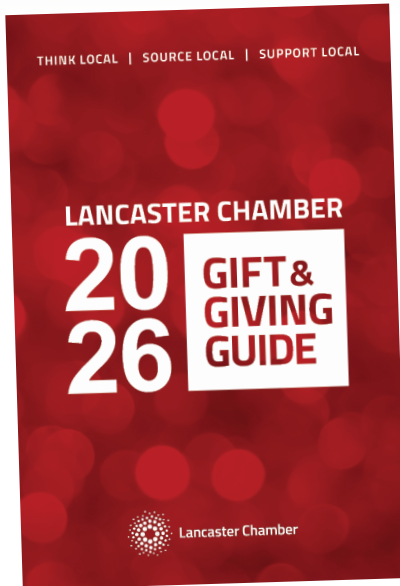


Gift & Giving Guide 2026

Advertising Information and Specifications



Lancaster Chamber



Are You Looking to Shine This Season?!

Showcase Your Business in the 2026 Holiday Gift & Giving Guide.

Get into the holiday spirit by positioning your business as a go-to resource for corporate gifts, charitable giving, party catering, event venues, and other seasonal needs.

The 2026 Holiday Gift & Giving Guide is a festive way to spotlight your offerings, reach fellow Chamber members and the broader business community, and keep your brand top of mind throughout the holiday season. This guide has important information about ad specs, due dates and additional information about your purchase.

Reach by the Numbers:



1,300+
Total Number
of Members



30,000+
Total Email
Contacts



29,900+
Social Media
Followers



10,000
Monthly Website
Pageviews (avg)



8,000
Monthly Website
Unique Visitors (avg)

Target Audience:

This opportunity catches a wide net of business types and industries – but would categorize the publication as a B2B & BRC resource guide. Print will reach all Chamber members and partners. The digital version will be sent to the Chamber database with a comprehensive communication plan using email marketing and Social Media platforms.

Advertising Section

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

Advertising Timeline

OCTOBER 16	Sales End
OCTOBER 20	Ads Graphics Due
NOVEMBER 3	Digital Publication Launch
NOVEMBER 6	Print Publication Launch

Ad Specifications & Guidelines

- Full color is preferred for all ads, without additional cost
- Ads must be provided as a press-ready, high-resolution
- Accepted file types: (CMYK) PDF or JPEG
- All images should be at 100% print size and 300 dpi
- File size should not exceed 100MB

Member Complimentary Listing:

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

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

Listing Formatted as follows:

A-Z CATEGORY

Standard Business Listing Format

- Business Name
- Phone Number
- Website

Your Company, LLC
phone number
yourcompanyllc.com

Need help designing your ad?

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

More Than Just an Ad!

With any size ad purchase, you receive 25% off ad purchase for the 2027 Business Community Guide.

With a *full page ad* purchase, you receive the *25% offer* and a **Special Spotlight on Lancaster Chamber Social platforms**

MARGIN

LIVE AREA

4.75"w x 7.5"h

Type, logos, and important content should stay within these boundaries

FULL PAGE

5.25"w x 8"h

Recommended .25" margin

MARGIN

LIVE AREA

2"w x 3.375"h

Type, logos, and important content should stay within these boundaries

QUARTER PAGE

2.5"w x 3.875"h

Recommended .25" margin

MARGIN

LIVE AREA

4.75"w x 3.375"h

Type, logos, and important content should stay within these boundaries

HALF PAGE

5.25"w x 3.875"h

Recommended .25" margin