

# Small Business SUCCESS

## Small Business Resource Magazine

### Advertising Information



Lancaster Chamber



### 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

## PUT YOUR BUSINESS IN FRONT OF LANCASTER COUNTY'S SMALL BUSINESS COMMUNITY!

This publication is a **NEW** Lancaster Chamber resource designed specifically with small 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.

### REACH BY THE NUMBERS:



**1,350+**  
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:

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

The **print publication** will be distributed to Lancaster Chamber small business members and partners, as well as attendees at the upcoming Small Business Summit.

The **digital publication** will extend that reach to Chamber members and the broader Lancaster County small business community through a comprehensive promotional campaign utilizing email marketing, social media, and other Chamber communication channels.

### 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. **Contact: [media@lancasterchamber.com](mailto:media@lancasterchamber.com)**

### PREMIUM PLACEMENTS

- |                           |                 |       |
|---------------------------|-----------------|-------|
| • INSIDE FRONT: FULL PAGE | 7.25"w x 9.75"h | \$900 |
| • INSIDE BACK: FULL PAGE  | 7.25"w x 9.75"h | \$900 |

### ADVERTISING SECTION(S)

- |                |                 |       |
|----------------|-----------------|-------|
| • FULL PAGE    | 7.25"w x 9.75"h | \$750 |
| • HALF PAGE    | 7.25"w x 4.75"h | \$500 |
| • QUARTER PAGE | 3.5"w x 4.75"h  | \$250 |

### ADVERTISING TIMELINE

- |              |                       |
|--------------|-----------------------|
| SEPTEMBER 30 | Advertising Sales End |
| OCTOBER 2    | Final Ads Due         |
| OCTOBER 19   | 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

### Advertising Contact:

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

### LEARN MORE AND BUY YOUR AD TODAY:

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

## MARGIN

### LIVE AREA

6.75"w x 9.25"h

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

### FULL PAGE

7.25"w x 9.75"h

Recommended .25" margin

## MARGIN

### LIVE AREA

**3"w x 4.25"h**

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

### QUARTER PAGE

**3.5"w x 4.75"h**

Recommended .25" margin

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