



FLX CHAMBER

FINGER LAKES AREA CHAMBER OF COMMERCE
Creating Connections Across the Region

DIGITAL MARKETING PROGRAM



2024 ADVERTISING OPTIONS

OPTION 1

**E-NEWS ADVERTISING
NEWSLETTER ADVERTISING**



• **\$150.00 per month**

- Includes placement of member's ad in **monthly** e-Newsletter, **The Chamber Connection**
- Can include an image of a pre-made ad, or a supplied digital flyer for an upcoming event or promotional program, with optional web links.
- Must supply advertising materials (artwork files- jpeg, or document- PDF) and any requested links) by 15th of prior month to info@flxchamber.com

OPTION 2

**ADVERTISING COMBO
(E-COMMUNICATIONS,
SOCIAL MEDIA WEBSITE)**



\$250.00 per month

- Includes placement of member's ad in **monthly** e-Newsletter, **The Chamber Connection**
- Includes placement of member's advertisement in **additional e-blasts** for upcoming events, news or reminders during that month
 - Included on the Chamber's Website (flxchamber.com)
- Includes (1) featured posts on social media

Spaces available on first come, first serve basis

Accepted File Types: PDF/JPEG/PNG Specs: 1200 pixels X 2400 pixels

Return on Investment: How our numbers = ROI for your business!



According to Constant Contact reporting data, updated December 2022, the Industry Average Open Rate for Marketing and Advertising services is only 26.9%. The **Finger Lakes Area Chamber of Commerce** has proudly grown to an average **Open Rate of 49% for all digital communications!**

**DETACH THIS PORTION AND RETURN TO: FINGER LAKES AREA CHAMBER OF COMMERCE P.O. BOX 587 GENEVA, NY 14456
OR EMAIL INFO@FLXCHAMBER.COM OR CALL THE CHAMBER AT (315) 789-1776**

BUSINESS NAME: _____ **PRIMARY CONTACT NAME:** _____

TITLE: _____ **PHONE:** _____ **EMAIL:** _____

ADDRESS: _____ **CITY:** _____ **ZIP:** _____

REQUESTED SPACE: _____ **REQUESTED DATES (SPACES ARE BOOKED MONTHLY):** _____

PAYMENT: (PLEASE CHECK ONE) ENCLOSED CREDIT CARD INVOICE ME

SIGNATURE: _____ **DATE:** _____

FOR OFFICE USE ONLY: MONTH: _____ **PAYMENT METHOD:** _____ **CHECK #:** _____