

Online Advertising Opportunities through the Chamber

Advertising on the Chamber's website and in Chamber e-mails let you get your targeted message to people interested in working, living, and visiting Santa Cruz. The Chamber weekly newsletter is mailed to more than 2,500 people and the website is viewed by more than 7,500 visitors each month. If your company is looking for advertising opportunities that will be seen by people working, living, and visiting Santa Cruz County, the Chamber of Commerce website and Chamber e-newsletters are ideal.

Types of Chamber Advertising



(A) Enhanced Business Listing
\$200/year

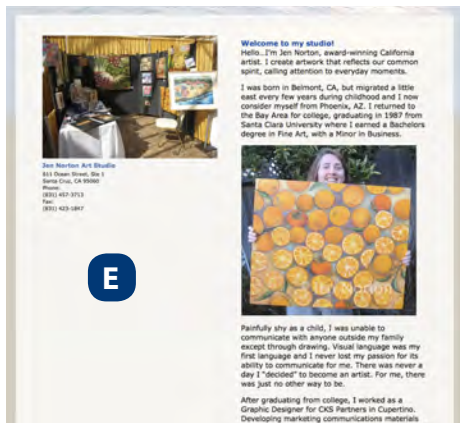


(C) Chamber Website Banner Ad
\$200/year (468 x 60 pixels)



(D) Home Page Banner Ad
\$500/year (468 x 60 pixels)

(B) Business Directory Banner Ad
\$200/year (468 x 60 pixels)



(E) Your Own Chamber Web Page
\$250



(F) Weekly E-News Blast
\$50/week (191 x 191 or 280 x 120 pixels)

SANTA CRUZ CHAMBER ONLINE MARKETING

COST	
Free with Membership	Business Listing: Includes company logo or photo (320 x 90 pixels), a 100-word business description (including links to YouTube videos, articles, flyers, menus, price lists, landing page, etc.), contact information, website link, email link, and Google map link that shows your business location
\$100/year	Additional Categories: Increase your visibility and website traffic by having listings in two other categories
\$200/year	Enhanced Business Listing: Your featured listing will be highlighted and moved to the upper listings on the page where it will rotate with other enhanced listings in your selected category. (A)
\$200/year	Business Directory Banner Ad: Display your message at the top of any business directory page, rotating with a maximum of six other banner ads. Full color display ad (468 x 60 pixels) linked live to the destination of your choice. (B)
\$200/year	Chamber Website Banner Ad: Display your message at the top of any Chamber website subpage, rotating with a maximum of six other banner ads. Full color display ad (468 x 60 pixels) linked live to the destination of your choice. (C)
\$500/year	Home Page Banner Ad: Display your message at the top of the Chamber home page, rotating with a maximum of six other banner ads. Full color display ad (468 x 60 pixels) linked live to the destination of your choice. (D)
\$250/year	Your Own Chamber Web Page: Don't have a website? No problem, we will create a single web page with 500-word business description (including links to YouTube videos, articles, flyers, menus, price lists, landing page, etc.), up to five photos (320 x 320 pixels), contact information, website link, email link, and Google map link that shows your business location. (E)
\$50/week	Weekly E-News Blast: Add your message to the email blast the Chamber sends every week that reaches thousands of members and e-mail subscribers throughout Santa Cruz County. Include your company announcement, special, feature, or more (191x191 pixels in sidebar or 580 x 120 pixels in footer). Non-Members \$125/week. (F)

To place an ad or more information, contact Paul Zech at paul@santacruzchamber.org or 831-247-3007.

For details on website advertising packages, please visit <http://bit.ly/chamberwebads>.

Payable by Visa, MasterCard, check, or cash.

All prices subject to change without notice. 0511



**SANTA
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CHAMBER OF
COMMERCE

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