

# Advertising Opportunities

Members can take advantage of advertising opportunities facilitated by the Trade Commission. The following outlines all advertising opportunities.

## DIRECTORY

The Trade Commission membership directory is printed annually and a digital version is posted online. Each member is listed alphabetically, by category and by contact person. Members are asked to update their company profiles each fall. In addition to company information, Trade Commission programs, services and events are also highlighted in the directory



## NEWSLETTER

Members are encouraged to purchase display advertising in our quarterly newsletter ranging from 3 ½" x 2 ¼" (the size of a business card) to a full page.

Newsletter advertising rates and sizes are:

- ✓ Full Page (7 ½" wide x 9 ½" high): \$250.00
- ✓ Half Page (horizontal 7 ½" wide x 4 ½" high or vertical 3 ½" wide x 9 ½" high): \$150.00
- ✓ Quarter Page (3 ½" wide x 4 ½" high): \$75.00
- ✓ Business Card (3 ½" wide x 2 ¼" high): \$50.00

Corporate Partners enjoy a 20% discount on newsletter advertising.

## WEBSITE

Each month we have over 1,500 unique visitors to our sites. As a benefit of Trade Commission membership, member companies may purchase advertising space on the home page, current members page, or calendar of events page. Ads should be submitted in JPEG format and be a minimum 72 dpi and 175 pixels. The fee for advertising on the website is \$150.00 per month.

## TRADE COUNCIL EXCHANGE – MEMBER TO MEMBER ADVERTISING E-MAIL BLASTS

The Trade Commission sends e-mail blasts to all members with special offers and advertisements. These e-mails are sent separately from the standard member e-mails and are specially identified as offers from members. Members are able to place one ad per month. Ads can be linked to a website or FaceBook page. The e-mail distribution list exceeds 1,500 individuals. Ads should be submitted in JPEG or PNG format and should be 7" wide x 3-5" high. The fee is \$50 per ad.

## UPCOMING EVENT E-MAIL SPONSORSHIP

Each week, the Trade Commission sends out a detailed "Upcoming Events" e-blast to over 1,500 members. For \$200 per month, Trade Commission members have the opportunity to sponsor these emails with a display advertisement and a link to their website or email address.

For information, please contact Kellie at [info@usafricatrade.org](mailto:info@usafricatrade.org)

# ADVERTISING RATES

**Make your business stand out to potential customers and increase the number of visitors to your website. The U.S.-Africa Trade Commission online directory is heavily used by organizations and individuals searching for private, public and member businesses. The online directory is searchable by business name, category and keywords.**

## ENHANCED WEBSITE LISTING

Annual listing: \$100

- Enhanced membership web listing includes:
  - Top search results in our member directory
  - Your full-color company logo
  - 25 words (or less) business description

## WEBSITE SIDEBAR ADVERTISING

Home page ad: \$1450 per three (3) months or \$500 monthly

## WEBSITE SIDEBAR ADVERTISING

300w x 250h pixels, 72 dpi, GIF format or .JPG

Provide URL for ad to link to

Deadline: Submit at any time (allow 72 hours for banner to be "live")

Inside page ad: \$1000 per three (3) months or \$350 monthly

- Select 1 inside page:
  - Membership Benefits
  - Your Chamber
  - Chamber Blog
  - Become a Member

## PODCAST ADVERTISING

**Get the word out about your business by purchasing a commercial with the Chamber's podcast, Good Company.**

\$250 for a 15-second ad, \$500 for a 30-second ad

Advertisers are responsible for writing their own content for the ad. 15-second ads are 35 words long, 30-second ads are 75 words long.

Ads are accepted on a rolling basis, and will be worked into the podcast schedule as they are received.

Advertisers will be notified of when their ad will run.

- Each podcast is promoted on the Chamber's website, SoundCloud page, and on iTunes.

**Artwork and creative content should be sent to Maddie Werley at [werleym@grandrapids.org](mailto:werleym@grandrapids.org).**

250 Monroe NW, Suite 150, Grand Rapids, MI 49503 • 616.771.0300 phone • [grandrapids.org](http://grandrapids.org)

## EMAIL ADVERTISING

**The Chamber's weekly eNews is sent to more than 4,000 subscribers and shares business growth resources, Chamber event information, business and community news and more.**

### Banner Ads: \$150/week

Horizontal banner, 650w x 100h pixels

Provide URL for ad to link to

Deadline: Friday at 12pm the week before ad will be published (eNews is published weekly on Tuesdays)

### Content Block: \$250/week

60 word max description (May include hyperlinks)

Color image, 650w x 250h pixels

Provide URL for image to link to

Deadline: Friday at 12pm the week before ad will be published (eNews is published weekly on Tuesdays)

**The Chamber News (TCN) is a web magazine distributed through our website, email, and social media. TCN is published bi-monthly (February, April, June, August, October & December).**

### Email Banner Ad: \$200/issue

Horizontal banner, 650w x 100h pixels

Provide URL for ad to link to

Deadline: the 25th of the preceding publication month

### Content Block: \$300/issue

Color image, 650w x 250h pixels

Provide URL for image to link to

60 word max description (May include hyperlinks)

- Deadline: the 25th of the preceding publication month PDF

### Advertisement: \$200/half page; \$400/full page

Full page ad size: 9.5w x 12h, half page ad size: 9.5w x 6h

Deadline: the 25th of the preceding publication month

All ads are in full color. Provide digitally in Adobe Illustrator or Photoshop, EPS or high-resolution PDF formats.

## SPONSORED WEBSITE CONTENT

**Increase your reach by hosting content created by your business both in our weekly eNews, and on the Chamber's**

### SPONSORED WEBSITE CONTENT

\$500/blog post or \$1450/3 blog posts

Submit content to be featured on the Chamber's blog. Options include: written content with images (1000 word max. with up to 4 photos), or video (3 minutes max.)

Content will be promoted on the Chamber's social media platforms and weekly eNews.

**Artwork and creative content should be sent to Maddie Werley at [werley@grandrapids.org](mailto:werley@grandrapids.org).**

250 Monroe NW, Suite 150, Grand Rapids, MI 49503 • 616.771.0300 phone • [grandrapids.org](http://grandrapids.org)