



## Advertising Opportunities Program 2016 - 2017

### Leaderboard, e-Newsletter and Annual Membership Directory Ad Packages

Place your company's brand front and center with an advertising package that combines an online leaderboard advertisement, ad space in the Chamber's e-Newsletter, *The Bottom Line*, and a full-page ad in the 2017 Annual Membership Directory.

- The Chamber's leaderboard advertising space is located at the top of our recently re-designed website, [www.hudsonchamber.org](http://www.hudsonchamber.org), which is routinely visited by Chamber Members, Prospective Members and visitors to Hudson County. Your Leaderboard ad can direct users to your company's website or your Chamber Member profile and will rotate on the homepage as well as sub-pages of the website.
  - 1000 pixels wide x 90 pixels high. Logo or ad file must be provided in JPEG format.
  - URL target and ad copy and payment must be received 1 week prior to desired deployment date.
  - Limited to 6 ads rotating maximum during any one month.
- Reach an audience of up to 2400 readers in Hudson County and beyond with an advertisement in *The Bottom Line*, the Hudson Chamber's bi-monthly newsletter, which is also published to the Chamber's Facebook page and on [www.hudsonchamber.org](http://www.hudsonchamber.org). e-Newsletter ads are limited to 2 for each edition.
  - 4" wide x 5" high, full color
  - PDF or JPEG file format required
  - URL target and ad copy and payment must be received 2 weeks prior to publication date.
- All Chamber Members receive a hard copy of our Annual Membership Directory. Published in the first quarter of each calendar year and used throughout the year with Prospective Members, the **Annual SHOP LOCAL Directory & Community Guide** features a special advertising section.
  - Full (8.5" wide x 11" high); half page (8.5" wide x 5.5" high); and quarter page (4.25" wide x 5.5" high) FULL COLOR ads are available. Reservation deadline is December 16.
  - High resolution PDF file format required

#### Premiere Level: **\$2500 (limited to 2 Members)**

Leaderboard ad will rotate on website for 1 year from date of initial deployment

- e-Newsletter Advertisement in 2 editions of *The Bottom Line*, subject line of email distribution will note e-Newsletter is "presented by" advertiser
- Full page ad, 7" wide x 9" high, black & white

#### Grand Level: **\$1500 (limited to 2 Members)**

- Leaderboard ad will rotate on website for 6 months from date of initial deployment
- e-Newsletter Advertisement in 2 editions of *The Bottom Line*
- Full page ad, 7" wide x 9" high, black & white

#### Entry Level: **\$1000 (limited to 2 Members)**

- e-Newsletter Advertisement in 2 editions of *The Bottom Line*
- Full page ad, 7" wide x 9" high, black & white

#### A la Carte

- Monthly Leaderboard Advertising, \$175/month (Subject to availability)
- e-Newsletter Advertisement in *The Bottom Line*, \$200/edition
- 2017 Annual Membership Directory ads: Full Page (\$650), Half Page (\$375)



**2016 - 2017 Reservation Form/Advertiser Agreement**

Reserve your advertisement by completing the following order and payment information:

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Reserve the following package:**

\_\_\_\_\_ Premiere Level (\$2500)

\_\_\_\_\_ Grand Level (\$1500)

\_\_\_\_\_ Entry Level (\$1000)

**Reserve the following a la carte options:**

\_\_\_\_\_ Leaderboard Ad for \_\_\_\_\_ months

\_\_\_\_\_ e-Newsletter Ad for \_\_\_\_\_ editions

\_\_\_\_\_ Full Page or \_\_\_\_\_ Half Page ad in 2016 Annual Membership Directory

Please specify online ad copy URL Target: \_\_\_\_\_

**Total Advertising \$** \_\_\_\_\_

We accept Visa, Mastercard, American Express and Discover.

Card Type: \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ AMEX \_\_\_\_\_ Discover

Name of Card Holder: \_\_\_\_\_

Card Account #: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code #: \_\_\_\_\_

Signature: \_\_\_\_\_

Fax your credit card payment information to 201.386.8480 or call Anthony Chinni at 201.386.0699, ext. 270. If paying by check, please make payable to "Hudson County Chamber of Commerce" and mail your payment to the address below.