



ADVERTISING BENEFITS

MARKETING YOUR BUSINESS

The Battle Creek Area Chamber of Commerce's membership offers your business low cost/high impact advertising options. Advertising with your Chamber allows you to share your story and message with 600 new and existing members and over 2,100 inboxes.

DISCOUNT OF THE CENTURY
Purchase an Annual Agreement & receive 4th ad for FREE*
See graphic design option in disclaimer

NEWSLETTER AND ONLINE ADVERTISING

Insight newsletter is a quarterly ePublication that reaches 600 businesses and over 2,100 inboxes. This full-color publication promotes benefits of membership, advocacy initiatives, programming, and member's story. The Insight eNewsletter is also posted electronically online at battlecreek.org.

NEWSLETTER RATES (ALL INCLUDE FULL COLOR)

1/8 page ad	\$200/quarter	3.658 in (w) x 2.375 in (h)
1/4 page ad	\$350/quarter	3.658 in (w) x 4.75 in (h)
1/2 page ad	\$500/quarter	7.5 in (w) x 4.75 in (h)
Full page	\$750/quarter	8 in (w) x 10.5 in (h)
Insert	\$650/quarter	8.5 in (w) x 11 in (h)
Insert (Client Supplied)	\$550/quarter	Already Printed

WEBSITE RATES (BATTLECREEK.ORG)

Web Banner	\$350/quarter	268 (w) x 300 (h) pixels
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MEMBER 2 MEMBER (M2M) DISCOUNT PROGRAM

Member benefits offered by Chamber members for Chamber members. The M2M Discount Program encourages member businesses to prefer other members when making buying decisions. Opportunities are valid for both corporate and personal purchases with a list of participating businesses promoted at battlecreek.org. This FREE benefit brings Chamber members together to increase business opportunities in a cost-effective manner. For more information and application on M2M, visit battlecreek.org.

*Offer valid through, and paid in-full by, December 31, 2020. Can substitute 4th FREE ad for graphic design needs. Membership must be in good-standing throughout ad campaign with the Battle Creek Area Chamber of Commerce.

One Riverwalk Centre
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Battle Creek, MI 49017
P 269.962.4076 | F 269.962.6309
battlecreek.org



ADVERTISING BENEFITS

CONTINUED

TUESDAY TIDBITS AND EBLASTS

Your Chamber sends out weekly eBlasts, Tuesday's Tidbits, with the opportunity for your business to sponsor advertising on a quarterly basis. Tuesday's Tidbits offers 4 different ad types with 8-10 spaces available per issue. Each quarterly sponsorship runs for 12 installments (1x week, 3 months). Sponsorships can be doubled up creating a larger advertising canvas if desired.

The Chamber's eBlasts are sent on behalf of members to 2,100+ inboxes of business owners, managers and professionals every week. Your Chamber membership provides access and visibility to the most exclusive target market in the Greater Battle Creek Area at affordable rates.

SPONSORSHIPS

Primary	\$425/quarter	600 (w) x 200 (h) pixels
Space featured front and center (top of Tuesday's Tidbit) offering one of the largest space areas		
Secondary	\$350/quarter	336 (w) x 280 (h) pixels
Space featured alongside our main articles which is great for advertising seasonal deals		
Banner	\$175/quarter	728 (w) x 90 (h) pixels
Banner ads run through Tuesday's Tidbits and are perfect for hyperlinking YOUR business' website		
Closing	\$225/quarter	600 (w) x 200 (h) pixels
Leave behind a lasting impression with readers as they browse through weekly newsletters		

eBLAST COMMUNICATION

\$60	one-time/quarter
\$240	annual agreement

CONTACT:
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COMMUNICATIONS

BATTLE CREEK AREA
CHAMBER OF COMMERCE

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SAVE ANNUAL ADVERTISING AGREEMENT

10% discount offered on all advertising opportunities with annual agreement.

