

PLEASANTON CHAMBER OF COMMERCE 2023 MARKETING OPPORTUNITIES

PRINT NEWSLETTER

The **Business Connection** newsletter is a bi-monthly publication inserted into the Pleasanton Weekly on the first Friday of the odd-numbered months. With a reach of 10,000 residences and businesses and a readership of 25,000, the Business Connection features spotlights on members, a column by the board chair, membership anniversaries, ribbon cuttings and more.



Quarter
Page Ad

Eighth
Page Ad

Half Page Ad

Print Newsletter Ad
Price Per Issue
Half Page = \$375
Quarter Page = \$220
Eighth Page = \$125

Five print newsletters
scheduled for 2023

ELECTRONIC NEWSLETTER

The **E-Business Connection** is an electronic newsletter sent to the entire membership on the first Tuesday of the even-numbered months. With a reach of more than 1,100 in the business community, it features a word from the CEO, spotlights on members, ribbon cuttings, new members and more.



Regular
Size Ad

Regular
Size Ad

Regular
Size Ad

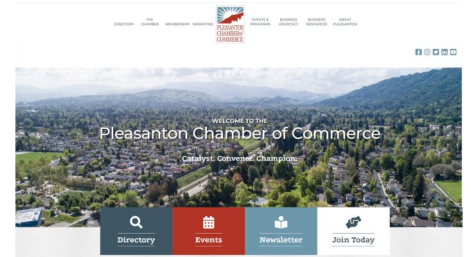
Horizontal Banner
Ad

Electronic Newsletter Ad
Price Per Issue
Regular Size = \$45
Horizontal Banner Size = \$65
Six electronic newsletters
scheduled for 2023

WEBSITE

The Chamber's website **pleasanton.org** averages more than 16,000 views per month, including 2,900 views on average for the Business Directory and 1,900 views for the Events Calendar. Our website includes information on membership benefits, marketing, business advocacy, events, programs, the Chamber and all about Pleasanton.

WWW.PLEASANTON.ORG



Business Directory Search

Banner Ad

See reverse side
for banner ad location
options and pricing

MARKETING PACKAGES

Lowest pricing, most options for our newsletters

Gold Package

5—Quarter Page Print Ads
6—Regular Electronic Ads
OR
3—Half Page Print Ads
6—Regular Electronic Ads
\$995 (regular price \$1,395)

Silver Package

2—Quarter Page Print Ads
6—Regular Electronic Ads
OR
2—Quarter Page Print Ads
3—Horizontal Banner Electronic Ads
\$595 (regular price \$805)

Frequency, flexibility and visibility

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PRINT NEWSLETTER



Business Connection Print Newsletter

Issue March 3, ad due February 3
Issue May 5, ad due April 7
Issue July 7, ad due June 9
Issue September 1, ad due August 4
Issue November 3, ad due October 6

Actual Size (in inches, width x depth)

Half Page—10 x 6.375
Quarter Page—4.9375 x 6.375
Eighth Page—4.9375 x 3.125

Please submit ad to
susie@pleasanton.org as
high-resolution, print-ready PDF

ELECTRONIC NEWSLETTER



E-Business Connection Electronic Newsletter

Issue February 7, ad due February 3
Issue April 4, ad due March 31
Issue June 6, ad due June 2
Issue August 1, ad due July 28
Issue October 3, ad due September 29
Issue December 5, ad due December 1

Actual Size (in inches)

Regular Size Ad = 4.167 x 3.824
Horizontal Banner Size Ad = 11.472 x 4.167

Size in pixels (at 72 dpi)

Regular Size Ad = 300 x 275
Horizontal Banner Size Ad = 825 x 300

Please submit ad to
susie@pleasanton.org as
JPG or GIF and provide URL link

WEBSITE

WWW.PLEASANTON.ORG



Website Banner Ad Locations

1. Business Directory
2. Directory Category
3. Events Calendar
4. Quick Link Category

Banner Ad Size

The banner ad is 728 x 90 pixels (728 wide, by 90 tall) and should be sent as a JPG or GIF.

Link

Your ad can be hyperlinked to any website. The default link is to your member page of our business directory.

Duration

The longer the duration selected, the lower the price and the higher the priority on the views/scroll for pages with multiple ads.

Timing

Banner ads should be submitted along with the URL link two business days prior to the beginning of your scheduled advertising window. Timelines and locations of your banner ad are flexible throughout the year.

Website Banner Ad Pricing

Business Directory

(average of 2,900 views/month)
1 month = \$200
3 months = \$375 (\$125/month)
6 months = \$450 (\$75/month)
12 months = \$600 (\$50/month)

Directory Category

(average of 2,000 views/month)
1 month = \$150
3 months = \$330 (\$110/month)
6 months = \$360 (\$60/month)
12 months = \$480 (\$40/month)

Events Calendar

(average of 1,900 views/month)
1 month = \$100
3 months = \$225 (\$75/month)
6 months = \$360 (\$60/month)
12 months = \$540 (\$45/month)

Quick Link Category

(34 quick links, average of 865 views/month)
1 month = \$50
3 months = \$120 (\$40/month)
6 months = \$180 (\$30/month)
12 months = \$240 (\$20/month)

