



# 2024 MEDIA KIT

# **OUR MISSION IS TO IMPROVE THE ECONOMY AND QUALITY OF LIFE IN CARBON COUNTY.**

## **How we accomplish our mission:**

- Network Building & Marketing
  - Government Affairs
  - Exclusive Member Benefits
  - Community & Economic Development
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## **CONTENT**

- DIGITAL MARKETING & ONLINE ADVERTISING
- SOCIAL MEDIA
- CARBON COUNTY EBLASTS
- IN-HOUSE GRAPHIC DESIGN
- CONNECTIONS & FEATURED BUSINESS STORIES
- PROUD MEMBER LOGO

If you have any questions about The Chamber's marketing and advertising opportunities, please contact Jessica Kohutka at [jkohutka@carboncountychamber.org](mailto:jkohutka@carboncountychamber.org).

# ONLINE ADVERTISING OVERVIEW

Visit [CarbonCountyChamber.org/market-your-business](https://CarbonCountyChamber.org/market-your-business) to view full product descriptions. Website statistics & demographics available upon request.

## ENHANCED MEMBER PROFILE & DIRECTORY LISTING (\$200 PER YEAR)

INCLUDES:

- Your Logo & Branded Banner header
- Expanded 1,600 character description
- Bulleted, Hyperlinked product & service highlights
- Additional site links, photo and video gallery, enhanced Google Map Features, priority placement in business directory
- 200 character description under company name on Search Results
- Website link above phone number on Search Results

## FEATURED BUSINESS OF THE MONTH (\$200 PER MONTH) - LIMIT ONE PER MONTH

INCLUDES:

- Outstanding Exposure on web, social and eblasts
- Your Company's name/logo/featured on web badge that links to your member profile and resides on a global sidebar throughout the site
- Business Spotlight article/video on the CCEDC homepage that links to your website
- Two (2) mentions on various CCEDC Social Media pages and a Live On-Air Appearance with the "Doc" on Colossal Radio\*
  - Can be replaced with Exclusive Company eBlast to 4,500 contacts at no additional charge
  - Only one spot available per month. MUST schedule your month at time of order.

## CARBON ELINK DISPLAY ADVERTISING

Carbon E-Link is sent to over 4,500 individuals, including local business owners and representatives from Carbon County's biggest and fastest-growing companies. Placing an ad in this newsletter is a great way to ensure that your message is seen by the right people, and will keep your business top-of-mind!

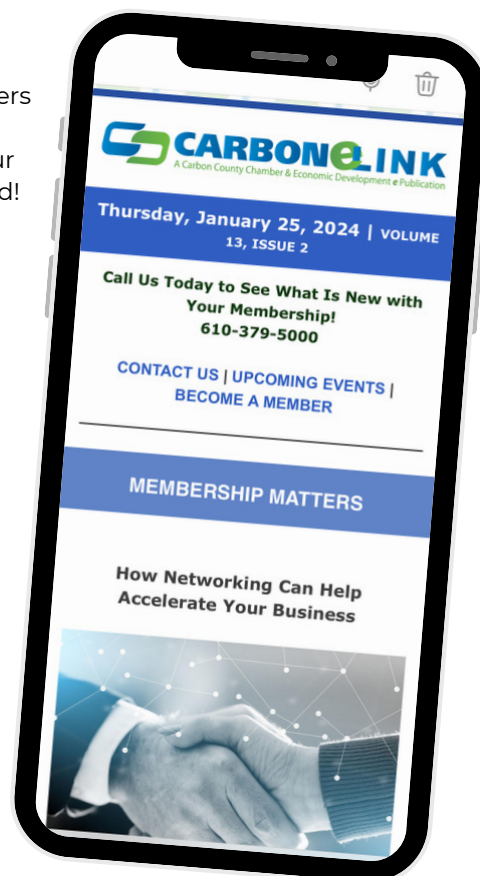
### PRICING

Banner (600x100 pixels)	\$75 per ad, per issue
Rectangle (600x300 pixels)	\$100 per ad, per issue
Square (600x600 pixels)	\$125 per ad, per issue
Full Page (612x792 pixels)	\$150 per ad, per issue

EXCLUSIVE COMPANY EBLAST TO OVER 4,500 CCEDC CONTACTS SENT TO ALL CCEDC CONTACTS, \$200 PER EMAIL

## CONSISTENCY IS KEY!

When putting together a marketing campaign, it's important to consider how you will get your message to your audience. Spreading your message across various platforms over a set period of time will help you maximize your marketing efforts (and budget!).



# SOCIAL MEDIA

The Carbon Chamber & Economic Development Corporation uses three platforms to get important information to our members – Instagram, Facebook, & YouTube. As a CCEDC member, you have access to these platforms too! Tag us in your posts using #CCEDC and #CarbonCountyChamber and we will share your event or announcement to our page, boosting your reach!

## A BIT OF INSIGHT ON OUR FOLLOWERS...

### FACEBOOK

- 5,600 Followers
- 91,405 Impressions in the last year
- 4,692 Total Engagement in the last year

### INSTAGRAM

- 1,080 Followers
- 5,943 Impressions in the last year
- 685 Total Engagement in the last year

### LINKEDIN

- 154 Followers
- 8,182 Impressions in the last year
- 553 Total Engagement in the year

## SOCIAL MEDIA BOOSTED POSTS

With this option, the CCEDC will share your post on our Facebook page and "boost" it, increasing your business' reach exponentially, depending on the tier you choose!

Why "boost" with The Chamber?

- Credibility – your business will be associated with our brand!
- Increased Audience – our social media pages have an average reach of 60,000+ individuals per year organically without any promotions!
- Professional Guidance– let our team of professionals do the work, while you reap the benefits! At the end of your promotion, we'll provide a customized analytics report, with suggestions to improve your online presence.

**STANDARD** \$150  
– 3 day promotion

**PREMIER** \$250  
– 5 day promotion

**ELITE** \$350  
– 7 day promotion



**Carbon Chamber & Economic Development Corporation**



**@DiscoverCarbonPA**



**Carbon Chamber & Economic Development Corporation**



# CARBON COUNTY EBLASTS: \$350 PER EBLAST

While our Carbon Chamber ELink hits inboxes once per month, our members have access to “off weeks” to spread the word and reach our members! If you have exciting news, new promotions or deals, or just want to get in front of our distribution lists, talk to us today about EBlasts and how we can reach new audiences through email marketing. You provide the content, we provide the audience!

## A BIT OF INSIGHT ON OUR EMAIL LIST..

2,856 Subscribers • 36% Open Rate

## IN-HOUSE GRAPHIC DESIGN

Our In-House Graphic Design Services are now available for Chamber Members! Whether you have an upcoming event or need a specific ad designed, we are here to elevate your brand today with basic graphic design packages.

Event Flyer\*  
(Includes 2 Edits)

**\$50**

Additional Edits  
(Cost per Edit)

**\$20**

Resizing of Original Flyer  
for Social Media or Print\*\*

**\$25**

**Need more than just a Flyer? Just Ask! A La Carte Packages can be built to suit your needs.**



\*Original Design (unless specified) will be sized to 1920x1080 pixels and will include two (2) edits.

\*\*Resizing Options are available per request. These include (but are not limited to) resizing for Social Media (Instagram post/story), print posters/flyers, print specs for print or digital advertising. Please contact your Chamber Liaison with specific sizing requests.

# CONNECTIONS

We partner with the Greater Lehigh Valley Chamber of Commerce to produce the Chamber's monthly publication, Connections, which features articles, photos & event information from each of the 32 councils, chambers, and committees that make up our partnership. Each issue is mailed out to over 6,200 individuals, and archived on the Greater Lehigh Valley Chamber's website!



## Summer fun in Lehigh Valley

EXPERIENCE A RENEWED APPRECIATION FOR THIS PLACE MANY OF US CALL HOME

### Experience Living History

Explore the 20+ locations of Moravian Bethlehem, a National Historic Landmark District, maintained by Historic Bethlehem Museums & Sites, including a working blacksmith's shop and the first pumped municipal water system in America—which helped land Bethlehem on the U.S. Tentative List for World Heritage. Tour the Allentown Art Museum, the National Museum of Industrial History (a Smithsonian affiliate), and America on Wheels. Straddle the Hoover Mason Trestle on the former grounds of Bethlehem Steel to learn about the region's steel heritage.



of nearly 50 makers of wine, beer, and distilled spirits. Lehigh Valley is an American Viticultural Area and features acclaimed winemakers reimagining old world styles in our region's hillside.

### Wow Your Family

Make it a night under the lights and catch Olympic hopefuls in training at the Valley Preferred Cycling Center (Velodrome) in Trextontown with 20-degree bank turns. Enroll you and your kids in a Try the Track clinic to experience the thrill of riding a fixed gear bike on the track! Twist and turn at Dorney Park & Wildwater Kingdom with its two parks for the price of one. Splash around at Dutch Springs

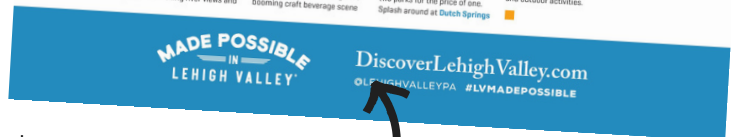
### Pamper Yourself with a Local Escape

Get cozy at a charming small inn, like Shobden, situated on a sprawling organic farm or The Towle House, a restored gem in Easton's Millionaires Row. Sleep under the stars in the conservatory room at The Sayre Mansion or with a view of the Bethlehem star from Historic Hotel Bethlehem. Unwind after a winning night at Wind Creek Bethlehem, the PPL Center, or Coca-Cola Park. Park your trailer or pitch a tent at a campground—just minutes away from wineries, breweries, and outdoor activities.



Our Featured Business Stories are professionally written, full-page articles, making them a great way to showcase your business! The package also includes:

- Full Page Story advertorial in Connections
- A Quarter Page ad in the following Connections Issue
- Month Long business highlight in The Chamber's weekly e-newsletter
- A rotating slot in The Chamber App during your featured month
- A promotion on WAEB morning show with Bobby Gunther Walsh and Chamber President, Tony Iannelli



## AD SIZES & PRICING

**FULL**  
9.25" w x 12" h

**EIGHTH**  
4.55" w x 2.9" h

**QUARTER**  
4.55" w x 5.9" h

**HALF**  
9.25" w x 5.93" h

**HALF**  
4.55" w x 12" h

**PRICING**

Full-Page	\$1,450
Half-Page	\$950
Quarter-Page	\$700
Eighth-Page	\$500

Flier Insertion \$1,400  
Note: Size must be 8.5" w x 11" h or smaller.

Featured Business Story \$3,500  
Note: See inclusions above.

# PROUD MEMBER LOGO

As a chamber member, you have access to use our “proud member” logo, which is a great way to boost your company’s credibility. You may use this on marketing materials, your website and more! Simply contact the Chamber to request our Logo(s).



## SHOW OFF YOUR MEMBERSHIP!

When you joined The Chamber, you should have received a window cling with our proud member logo on it! Be sure to hang this on the window of your business to show customers that you are a proud Chamber member!

WHEN USING THIS LOGO, PLEASE DO NOT STRETCH OR CONTORT IN ANY WAY THAT DISTORTS THE IMAGE.

