

Advocate. Educate. Connect.

Digital Media Kit & Advertising Rate Card



Book today by contacting us at Membership@EdmontonChamber.com or calling 780.409.2129

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Advertising that is Audience Effective and Cost Effective

There are two guaranteed methods to ensure your advertising dollar is being spent effectively:

1. Your advertising is well targeted – shown to the right purchasing audience, at the right time.
2. Your ad spend is cost effective, with a significant discount achieved at time of booking.

Advertising with the Edmonton Chamber of Commerce ensures that you succeed on both these fronts!

Place your ads & promotional content on EdmontonChamber.com and in our weekly E-Newsletter, and your business immediately receives targeted exposure to over 14,000 Edmonton Chamber members, business leaders and decision makers – in addition to the thousands of citizens visiting our website each month for trusted news on business legislation, policy positions, small business advocacy & more.

The bottom line is advertising that is audience effective AND cost effective.

Best of all, we are pleased to offer our valued Members a 20% discount on booking rates!



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EdmontonChamber.com

The Edmonton Chamber of Commerce website is the go-to-destination for new and existing Edmonton Chamber members wanting key information on upcoming civic events, membership benefits, business news and more.

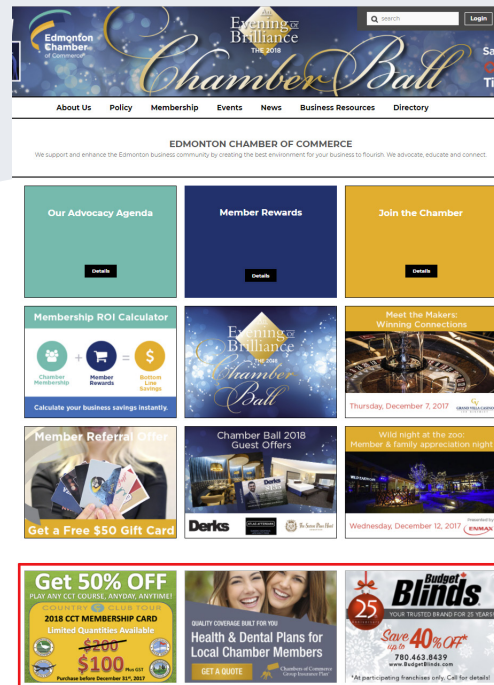
In tandem with our loyal social media audiences and newsworthy blog content, EdmontonChamber.com is also popular with a broad cross section of Edmontonians seeking business education, member connection and policy advocacy information for the small business sector.

Rates and Technical Specifications

- 1x1 Rectangle (run of site rotation)
- 380w x 280h
- Static graphic
- JPEG or PNG (Less than 60KB)

Ad Costs:

Duration	Member	Non-Member
1 week	\$75	\$90
4 weeks	\$220	\$265
8 weeks	\$400	\$480
12 weeks	\$540	\$650
26 weeks	\$910	\$1100
52 weeks	\$1300	\$1560



Edmonton Chamber Members receive a **20% discount** on all media bookings.

Bundle your ad buys with our Digital Value Pack to increase your savings to an amazing **40%**.



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Edmonton Chamber of Commerce E-Newsletter

Targeted and timely, our weekly E-Newsletter gives you the opportunity to expose your brand, products and services to an extremely well-targeted, opted-in audience of business leaders and decision makers.

- Sent to approximately 7500+ opt-in recipients on a weekly basis
- Distribution includes 2300+ Edmonton Chamber member businesses, regional & local politicians

Rates and Technical Specifications

- Big Box Banner (265w x 221h)
- Static graphic, JPEG or PNG (Less than 60KB)
- Spotlight: 120 words max. w/600w x 200h header

Big Box Banner:

Duration	Member	Non-Member
1 week	\$275	\$330
4 weeks	\$800	\$960
8 weeks	\$1440	\$1700
12 weeks	\$1920	\$2300
26 weeks	\$3510	\$4200
52 weeks	\$5720	\$6800

Member Spotlight:

Duration	Member	Non-Member
1 week	\$320	\$385



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Edmonton Chamber E-Newsletter Takeover

Keen to take advantage of reaching our 7,500+ E-Newsletter subscribers, but with your own branded email communication?

If yes, our E-Newsletter Brand Takeover is the perfect promotional platform for you.

We insert our Edmonton Chamber of Commerce banner, so members know they can trust this communication, but after that (from top to bottom), it's all yours!

Perfect for new product launches, detailed product & services offerings, or simply as an engagement asset for organizations looking to spread the word on a crucial topic - this unique advertising asset gives you total control of the medium AND the message!

Rates and Technical Specifications

E-Newsletter Takeover package includes:

- Targeted Email Communication (Dist. to 7500+)
- Company Logo/URL/Phone Number
- Promotional Text
- Promotional and product images.

Members	Non-Members
\$2,500	\$3000



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Digital Value Pack

Includes: Website Banner, E-Newsletter Big Box and 5 sponsored tweets in one cost effective package

Why advertise in only one Edmonton Chamber advertising channel when you can advertise across them all and save money in the process?

Easily our most popular advertising package, the Digital Value Pack showcases your business on our website, in our weekly E-Newsletter and to our large and loyal Twitter followers (12k+).

Best of all, you receive an additional 20% discount for a total saving of 40% on your booking. This is what's known as smart advertising!



Rates and Technical Specifications

Sponsored Content package includes:

- 1x1 Website Banner (Run of Site)
- Big Box Banner (E-Newsletter)
- 5 Sponsored Tweets (12k+ followers)

Duration	Members	Non-Members
1 week	\$295	\$355
4 weeks	\$860	\$1030
8 weeks	\$1550	\$1860
12 weeks	\$2080	\$2490
26 weeks	\$3720	\$4460
52 weeks	\$5890	\$7050



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