

ADVERTISE WITH THE CHAMBER

The Troy Area Chamber of Commerce offers our Members unique and effective ways to reach other members of the business community and potential customers.

When you join, we will list your company in our printed and on-line Business Directory and will announce your membership in our monthly Troy Chamber newsletter.

You will receive a Membership Vinyl Cling and we encourage you to display this prominently as customers are 40% more likely to purchase from Chamber members.

Boost Your Image

A national study reveals that membership in a local chamber of commerce can significantly boost a business's image among consumers, as well as among other businesses. The Schapiro Group, an Atlanta-based strategic consulting firm reports:

When consumers know that a small business is a member of the chamber of commerce, they are 49% more likely to think favorably of it and 80% more likely to purchase goods or services from the company in the future.

If a company shows that it is highly involved in its local chamber (e.g., is a chamber board member), consumers are 10% more likely to think that its products stack up better against its competition.

When consumers know that a national restaurant franchise is a member of the chamber of commerce, they are 68% more likely to eat at the franchise in the next few months.

When consumers know that an insurance company is a member of the chamber of commerce, they are 36% more likely to think favorably of the company.

- When consumers know that an automobile manufacturer is a member of the chamber of commerce, they are 25% more likely to purchase a vehicle from the manufacturer.



The Chamber Website:

Banner Ads-Advertise on homepage, Industry Page, Event Page

Online Business Directory Listing-FREE benefit of Chamber membership

Enhanced Business Directory Listing -

Includes photo gallery, video, logo, bulleted highlight section that links to specific pages on your website

Hot Deals - advertise sales & specials online

Advertise Community events on Community Calendar

Share your news worthy events (promotions, people on the move, awards, etc) on the News page

Be sure to link to the Chamber website and increase your search engine rankings!



Chamber E-News Options

Advertise in the monthly e-newsletter - ad includes click over to your website

Member 2 Member monthly e-news - advertise a special, promotion or event in the monthly Member 2 Member e-news blast

Direct Mailing to Members

Purchase member mailing labels or Excel file for a direct mailing to TACC members

Advertising Price List

Online Business Listing	Included with Chamber Membership
Enhanced Online Business Listing	\$375 per year *
Banner Ads	
Level One Sponsorship	\$1500 annually
Level Two Sponsorship	\$990 annually
Level Three Sponsorship	\$499 annually
(See Banner Ad page for additional details)	
Hot Deals	Included with Chamber Membership
News Releases	Included with Chamber Membership
Community Calendar Submissions	Included with Chamber Membership
Chamber E-news advertiser	\$75.00 per month or \$500 annual fee
Member 2 Member E-news	\$50.00 per month - limit 4 businesses You supply the jpeg or PDF art *
Chamber member address labels	\$40.00 Labels / \$80.00 Excel file

Banner Ad Sponsorship/Advertising Packages

Level One

\$1500

Number Available: 6

Advertising on front page is **the** primary position on the Troy Area Chamber of Commerce website. A rotating advertisement is placed on the home page of the website. This level of sponsorship includes an additional four levels of placement. Included are:

- Level 2 sponsorship
- Level 3 sponsorship
- up to 3 additional business listing categories

This page is the first page level of sponsorship opportunities and is the portal to further pages.

Level Two

\$990

Number Available: 6

This premium advertising opportunity provides your company exposure to users accessing primary pages of the the Troy Area Chamber of Commerce website.

Advertisers are positioned on one of the Chamber's primary pages, provided links and are evenly rotated. These are the principal opening pages for users looking for specific information on the Chamber's website. Also included in the level of sponsorship are:

- Level 3 sponsorship
- up to 2 additional business listing categories

Level Three

\$499

Number Available: 6

Level Three sponsors are provided excellent exposure reviewing a specific industry or pertinent information page. Advertisers are provided a link, located at the top of the page and are evenly rotated.