



2023 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 Development
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CONTENT

- CONNECTIONS & FEATURED BUSINESS STORIES
- DIGITAL MARKETING & ONLINE ADVERTISING
- SOCIAL MEDIA
- PODCAST
- PROUD MEMBER LOGO

If you have any questions about The Chamber's marketing and advertising opportunities, please contact Marianne Rustad at marianner@carboncountychamber.org or 484-943-9669.

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!

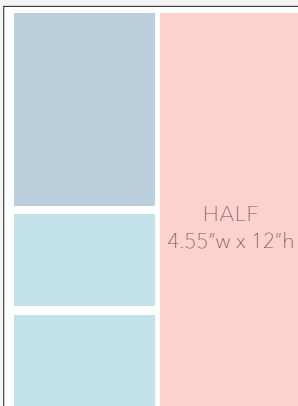
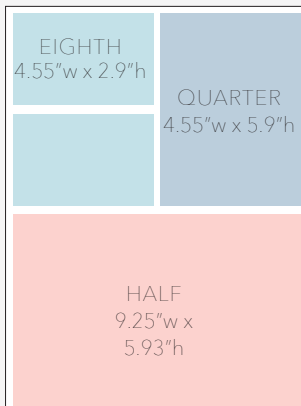
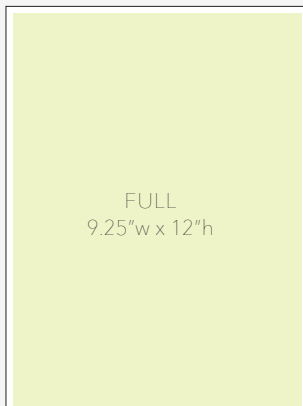


Our **Featured Business Stories** are professionally written, full-page articles, making them a great way to showcase your business! The package also includes:

- 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



PRICING

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

Flier Insertion \$1,400

Note: Must be smaller than 8.5" w x 11" h

Featured Business \$3,500

Note: See Inclusions Above!

DIGITAL MARKETING

The CCEDC's website has over 50,000 visitors each year looking for powerful resources in Carbon County. By taking advantage of our online advertising, your business will be associated with the CCEDC, giving you even more credibility with potential clients & customers.

WEBSITE ADVERTISING PACKAGES

DIAMOND LEVEL PACKAGE

\$2,999 PER YEAR (\$12,750 VALUE)

- One (1) banner ad visible on ALL CCEDC website pages (includes: 53 pages, plus individual event listing pages on the CCEDC/Community Calendars. Excludes blog and Krampus seasonal landing page)
- One (1) Gold Enhanced Member Profile
- One (1) featured Business of the Month

PLATINUM LEVEL PACKAGE

\$425 PER AD** (\$675 VALUE)

- Your banner ad on Live Cameras webpage (Ranked #1 most visited), on CCEDC Homepage (Ranked #2 most visited) and on additional 5 highest ranked webpages (Festivals & Fairs, CCEDC Events Calendar (plus all of its event listings), Community Events calendar (plus all of its event listings) and the Find Your Fun and Business Directory).

GOLD LEVEL PACKAGE

\$300 PER AD** (\$575 VALUE)

- Your banner ad on Live Cameras webpage (Ranked #1 most visited) & on CCEDC Homepage (Ranked #2 most visited).

SILVER LEVEL PACKAGE

\$200 PER AD** (\$275 VALUE)

- Your banner ad on CCEDC Homepage (Ranked #2 most visited).

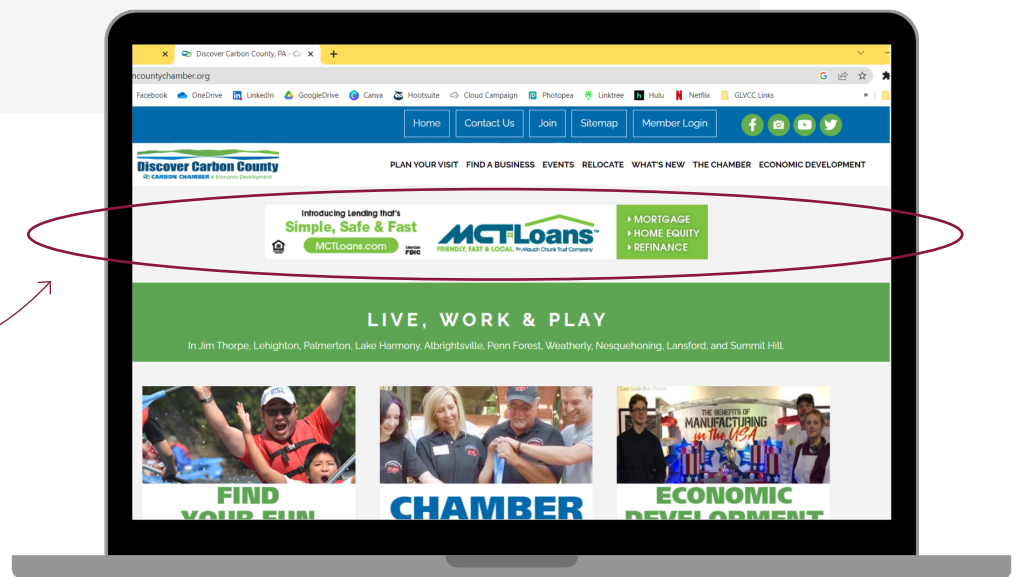
BRONZE LEVEL PACKAGE

\$125 PER AD** (\$200 VALUE)

- Your banner ad on the next 5 highest ranked webpages on the CCEDC Website (Festivals & Fairs, CCEDC Events Calendar (plus all of its event listings), Community Events calendar (plus all of its event listings) and the Find Your Fun and Business Directory).

**3-month Minimum Contract Required; Discounts available for 6-month & 12-month contracts.

Banner ads are a great way to showcase your business!



Stand Out! Get Noticed! Connect with us today!

ONLINE ADVERTISING OVERVIEW

Visit CarbonCountyChamber.org/market-your-business to view full product descriptions.
Website statistics & demographics available upon request.

ENHANCED MEMBER PROFILE & DIRECTORY LISTING (\$200/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/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!).



ONLINE ADVERTISING INQUIRIES OR ORDERS, CALL 610-379-5000 OR EMAIL INFO@CARBONCOUNTYCHAMBER.ORG

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!

NEW BENEFIT – SOCIAL MEDIA BOOSTS

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!

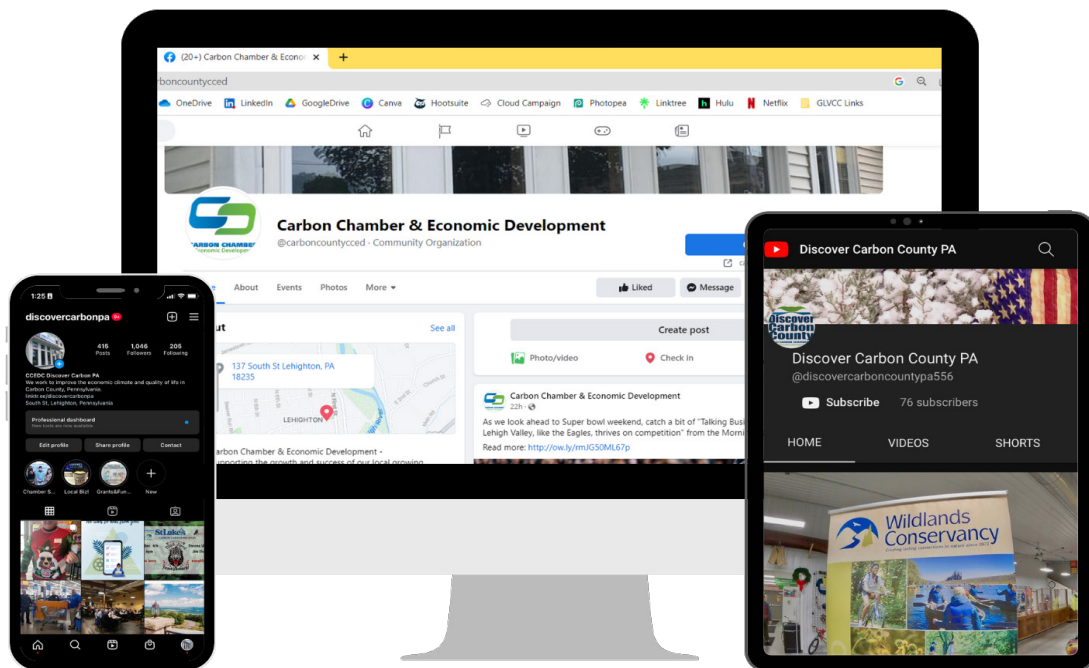
Why "boost" with The Chamber?

- 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
– 3 day promotion \$150

PREMIER
– 5 day promotion \$250

ELITE
– 7 day promotion \$350



-  Carbon Chamber and Economic Development Corporation
-  @DiscoverCarbonPA
-  Discover Carbon PA
-  LinkedIn.com/company/theccedc
-  carboncountychamber.org

PROUD MEMBER LOGO

As a Chamber member, you have access to use our "proud member" logo for both the Carbon Chamber & Economic Development Corporation and Greater Lehigh Valley Chamber of Commerce, which is a great way to boost your company's credibility. You may use this on marketing materials, your website, and more!



PLEASE CONTACT DINA AT CCEDCWEB@JUMPSPARKCREATIVE.COM TO REQUEST THE 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 SHRINK IT IN ANY WAY THAT DISTORTS THE IMAGE.





137 SOUTH STREET, LEHIGHTON, PA | 610.379.5000 | INFO@CARBONCOUNTYCHAMBER.ORG