

## 2020 Digital Advertising Opportunities

### PAID PARTNERSHIP ON FACEBOOK

Have an upcoming event or advertise a special your business is running? Promote your business on the Chamber Facebook page!

Benefits include:

- Exposure to the Chamber's audience and network of followers
- More creative freedom for your ad or message compared to traditional Facebook ad policies
- Payment is handled not by Facebook, but by the Chamber

#### Policies:

1. Ads may not violate Facebook's Advertising Policies
2. Ads are subject to approval by the Chamber (Limit 1 per month)

#### Investment:

- 1 post for \$35
- 3 posts for \$100

Back to Business  
Limited Time Discounted  
Pricing!

### #CHAMBERTRIVIA TUESDAY

#ChamberTriviaTuesday is a weekly social media spotlight available to any Chamber member business to host a giveaway for a gift card or service valued at \$25 or more on Facebook.

#ChamberTriviaTuesday is a simple and cost effective way to engage both the Chamber audience and business audience.

Winners will be chosen at random by the Chamber and will be announced on Facebook the next day.

#### Policies:

1. Submit a gift card or service valued at \$25 or more to be given away on Facebook (Limit 1 per month)
2. Pay investment fee to reserve the day of your choosing

#### Investment:

- Reserve spot for #ChamberTriviaTuesday for \$25

### AVERAGE MONTHLY FACEBOOK METRICS

based on data collected over a six month period

**794**  
page views per month

**18,958**  
users reached per month

**6,055**  
post engagements per month

**934**  
video views per month



**DID YOU KNOW?**  
74% of Facebook users log in daily.

## CHAMBER E-NEWSLETTER

Our e-newsletter is sent out two times per month to our entire membership list, city and county representatives, our Board of Directors and our Concho Cadre ambassadors. These newsletters are sent out on the first and third Wednesdays of the month. Sent to over 1,700 recipients, the Chamber newsletter is a great way for your business or event to be seen!

### Investment:

- Half Page Ad for \$50
- Full Page Ad for \$100

## DEDICATED E-BLAST TO CHAMBER MEMBERSHIP

Promote your sale, special, or event with a dedicated e-blast to the Chamber's member database!  
Limit 1 per quarter.

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Limited Time Discounted  
Pricing!*

### Investment:

- 1 E-Blast for \$75
- 3 E-Blasts for \$200

## CHAMBER WEBSITE

The Chamber website collectively receives from 5,000 to 6,000 pageviews per month on average. Promoting your business or event on the Chamber's website is a great way to be seen by potential customers and businesses in San Angelo, the Concho Valley, and beyond.

Banner ads will appear on the Chamber homepage and calendar page. Square ads appear on in the sidebar of most pages, aside from the homepage and calendar page.

### Banner Ad Investment:

- 1 Month Banner Ad for \$250
- 3 Month Banner Ad for \$500
- 6 Month Banner Ad for \$1,000

### Square Ad Investment:

- 1 Month Square Ad for \$75
- 3 Month Square Ad for \$200
- 6 Month Square Ad for \$350

### DID YOU KNOW?

*Our homepage and our calendar page each receive over 1,500 pageviews on average per month.*

## ADVERTISE WITH THE CHAMBER

### How would you like to pay?

Send me an invoice

Charge my card

Business Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Check One:  Visa  Mastercard  
 Discover  American Express

Billing Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*For more information on advertising with the Chamber, please contact Kayla Boyett at [kayla@sanangelo.org](mailto:kayla@sanangelo.org) or call (325) 655-4136.*