



2020 MARKETING

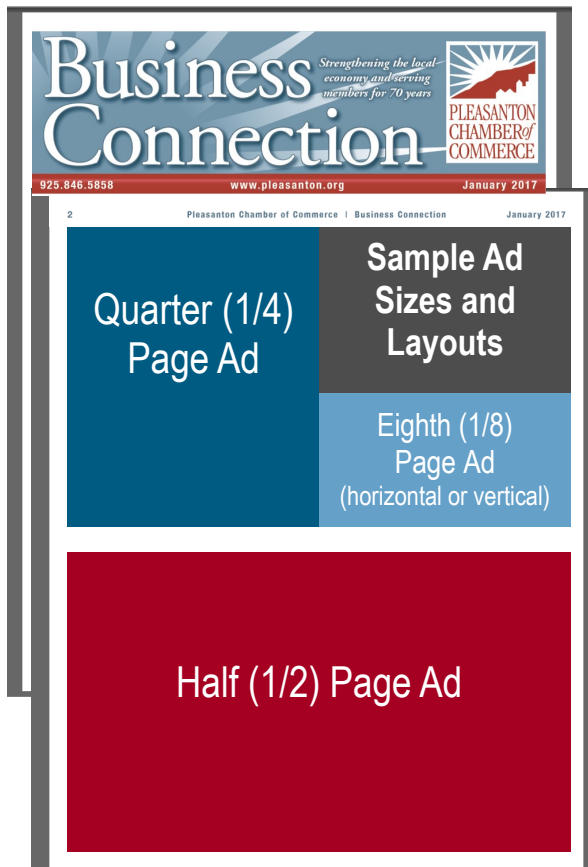
Opportunities For Your Business

Jumpstart your outreach with a targeted campaign to a very active business community and vibrant community of readers.



PRINT

The Chamber's **Business Connection** newsletter is a bi-monthly publication inserted into the Pleasanton Weekly on the first Friday of the odd-numbered months. With a reach of over 14,000 households and businesses, the Business Connection provides an ideal forum to reach more clients and to broaden your message.



Print Ad Price Per Issue
 Half Page = \$375
 Quarter Page = \$220
 Eighth Page = \$125

ONLINE

The Chamber's **E-Business Connection** is an electronic newsletter sent to the entire membership on the first Tuesday of the even-numbered months. It features ribbon cuttings, spotlights on members, listings of new members and inside information from the CEO.



Online Ad Price Per Issue
 Regular Size Ad = \$45
 Small Size Ad = \$30

MARKETING PACKAGES

Lowest pricing, most options

Gold Package

5—Quarter Page Print Ads
 6—Regular Size Online Ads
 OR
 3—Half Page Print Ads
 6—Regular Size Online Ads

\$995

(regular price \$1,370)

Silver Package

5—Eighth Page Print Ads
 6—Small Size Online Ads
 OR
 2—Quarter Page Print Ads
 6—Regular Size Online Ads

\$595

(regular price \$805)

Frequency, flexibility and visibility.



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PRINT



Business Connection Print Newsletter

Issue January 3, due December 6, 2019

Issue March 6, due February 7

Issue May 1, due April 3

Issue July 3, due June 5

Issue September 4, due August 7

Issue November 6, due October 9

Actual Sizes (in inches, width x depth)

Half Page—10 x 6.375

Quarter Page—4.9375 x 6.375

Eighth Page—4.9375 x 3.125

Please send ad as PDF or JPG

ONLINE



E-Business Connection Electronic Newsletter

Issue February 4, ad due January 31

Issue April 7, ad due April 3

Issue June 2, ad due May 29

Issue August 4, ad due July 31

Issue October 6, ad due October 2

Issue December 1, ad due November 27

Actual Sizes (in inches)

Regular Size Ad = 4.167 x 3.824

Small Size Ad = 4.167 x 2.381

Size in pixels (at 72 dpi)

Regular Size Ad = 300 x 275

Small Size Ad = 300 x 171

Please send ad as JPG

MARKETING PLAN

SELECT YOUR MARKETING PLAN VIA EMAIL TO SUSIE@PLEASANTON.ORG OR COMPLETE BELOW.
PLEASE INDICATE AD SIZE, TYPE AND ISSUE DATE OR SELECT PACKAGE.

- | | |
|--|--|
| <input type="checkbox"/> 1/2 Page Print, \$375, Issue _____ | <input type="checkbox"/> Regular Size Online, \$45, Issue _____ |
| <input type="checkbox"/> 1/4 Page Print, \$220, Issue _____ | <input type="checkbox"/> Small Size Online, \$30, Issue _____ |
| <input type="checkbox"/> 1/8 Page Vertical Print, \$125, Issue _____ | <input type="checkbox"/> 1/8 Page Horizontal Print, \$125, Issue _____ |
| <input type="checkbox"/> Gold Package, \$995, 11 issues | <input type="checkbox"/> Silver Package, \$595, 11 issues |
| <input type="checkbox"/> Gold Package, \$995, 9 issues | <input type="checkbox"/> Silver Package, \$595, 8 issues |

Contact Name _____ Company _____

Email Address _____ Phone Number _____

Payment Total \$ _____ ☐ Credit Card (Visa, MC, Amex, Disc) ☐ Check number _____

Credit Card # _____ Exp. date _____

CVC# _____ Name on Card _____

Billing Address _____ Signature _____