

# 2021 MARKETING

## Opportunities for your business

### PRINT NEWSLETTER

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 features spotlights on members, a column by the board chair, membership anniversaries, ribbon cuttings and more.



Pleasanton Chamber of Commerce | Business Connection

Quarter  
Page Ad

Eighth Page  
Ad

Half Page Ad

**Print Newsletter Ad**  
**Price Per Issue**

Half Page = \$375  
Quarter Page = \$220  
Eighth Page = \$125

**Five print newsletters**  
**scheduled for 2021**

### ELECTRONIC NEWSLETTER

The Chamber's E-Business Connection is an electronic newsletter sent to the entire membership on the first Tuesday of the even-numbered months. With a reach of more than 1,200 in the business community, it features a word from the CEO, spotlights on members, ribbon cuttings, new members and more.



Regular  
Size Ad

Small  
Size Ad

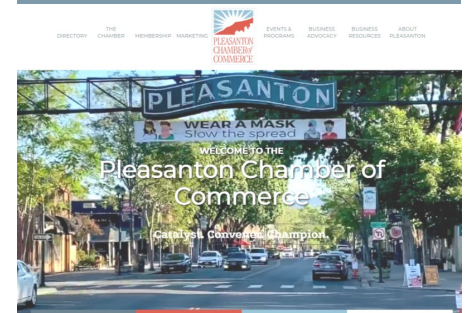
**Electronic Newsletter Ad**  
**Price Per Issue**  
Regular Size = \$45  
Small Size = \$30

**Six electronic newsletters**  
**scheduled for 2021**

### WEBSITE

The Chamber's website averages more than 18,000 views per month, including 4,800 views on average for the Business Directory page. With an easy-to-use digital platform, our website includes countless information on membership, marketing, business advocacy, events, programs, the Chamber and all about Pleasanton.

[WWW.PLEASANTON.ORG](http://WWW.PLEASANTON.ORG)



Business Directory Search

**Banner Ad**

**See reverse side for website  
options and pricing**

### MARKETING PACKAGES

Lowest pricing, most options for our newsletters

#### Gold Package

5—Quarter Page Print Ads  
6—Regular Electronic Ads  
OR  
3—Half Page Print Ads  
6—Regular Electronic Ads  
**\$995** (regular price \$1,395)

#### Silver Package

5—Eighth Page Print Ads  
6—Small Electronic Ads  
OR  
2—Quarter Page Print Ads  
6—Regular Electronic Ads  
**\$595** (regular price \$805)

Frequency, flexibility and visibility

# 2021 MARKETING

## Opportunities for your business

### PRINT NEWSLETTER



#### Business Connection Print Newsletter

Issue March 5, due February 5  
Issue May 7, due April 9  
Issue July 2, due June 4  
Issue September 3, due August 6  
Issue November 5, due October 8

#### Actual Size

(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

### ELECTRONIC NEWSLETTER



#### E-Business Connection Electronic Newsletter

Issue February 2, ad due January 29  
Issue April 6, ad due April 2  
Issue June 1, ad due May 28  
Issue August 3, ad due July 30  
Issue October 5, ad due October 1  
Issue December 7, ad due December 3

#### Actual Size (in inches)

Regular Size Ad = 4.167 x 3.824  
Small Size Ad = 4.167 x 2.381

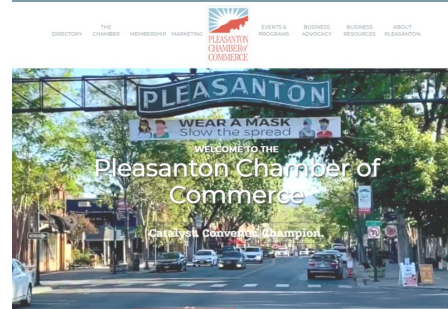
#### Size in pixels (at 72 dpi)

Regular Size Ad = 300 x 275  
Small Size Ad = 300 x 171

Please send ad as JPG

### WEBSITE

WWW.PLEASANTON.ORG



#### Banner Ad Locations

1. Business Directory
2. Directory Category
3. Quick Link Category
4. Events Calendar
5. Home Page

#### Banner Ad Size

The banner ad is 728x90 pixels (728 wide, by 90 tall) and should be sent as a JPG.

### WEBSITE

#### Business Directory Page (average of 4,800 views/month)

1 month = \$200  
3 months = \$375 (\$125/month)  
6 months = \$450 (\$75/month)  
12 months = \$600 (\$50/month)

#### Directory Category Page (average of 3,900 views/month)

1 month = \$150  
3 months = \$330 (\$110/month)  
6 months = \$360 (\$60/month)  
12 months = \$480 (\$40/month)

#### Quick Link Category Page

(35 quick links, average of 188 views/month)

1 month = \$50  
3 months = \$120 (\$40/month)  
6 months = \$180 (\$30/month)  
12 months = \$240 (\$20/month)

#### Events Calendar Page (average of 900 views/month)

1 month = \$100  
3 months = \$225 (\$75/month)  
6 months = \$360 (\$60/month)  
12 months = \$540 (\$45/month)

#### Home Page

(average of 18,000 views/month)

1 month = \$500  
3 months = \$1,200 (\$400/month)  
6 months = \$1,800 (\$300/month)  
12 months = \$2,400 (\$200/month)

#### Link

Your ad can be hyperlinked to any website - the default link is to your member page.

#### Duration

The longer the duration selected, the lower the price and the higher the priority on the views/scroll for pages with multiple ads.



# 2021 MARKETING

## Opportunities for your business

### WEBSITE

### Business Directory

Business Directory Search

### Banner Ad

Keyword: All Categories... Q go

#### Insurance

Insurance, Insurance Agency, Insurance Agency & Brokerage, Insurance Agent & Agency, More...

#### Media

Media, Newspapers, Radio Station

#### Printing/Photo Copying

Maps, Print & Graphic Solutions, Printing & Marketing Services, Printing/Photo Copying, More...

#### Real Estate Industry

Corporate Housing, Executive Suites, Home Inspections, Homeowners Association Management, More...

#### Shops & Services

Beauty Aids & Supplies, Beauty Salon, Bicycle Dealers/Service, Bike Tours & Rental, More...

#### Telecommunication

Communication, Internet, Information Technology, Telecommunication, Telecommunication Services

### Directory Category

Insurance Agency

### Banner Ad

Keyword: Q go

Results Found: 5

A.J. Armstrong, State Farm Insurance	Curtis Fleming - Farmers Insurance	Dote, Tom - Farmers Insurance Group	Cook, Disharoon & Greathouse
--------------------------------------	------------------------------------	-------------------------------------	------------------------------

### Quick Link Category

Insurance

### Banner Ad

Keyword: All Categories... Q go

Results Found: 17

388 Cash - State Farm Insurance	Curtis Fleming - Farmers Insurance	A.J. Armstrong, State Farm Insurance	The Kepler Group, LTD
---------------------------------	------------------------------------	--------------------------------------	-----------------------

728 pixels wide

BANNER AD 728x90pixels

www.pleasanton.org

90 pixels tall

### Quick Link Category

### Directory Category

### Events Calendar

Events Calendar

### Banner Ad

Keyword: Category... Date... Q Search

Results Found: 8

 Educational Presentation by Stanford Health Care-ValleyCare Tuesday Feb 9, 2021	 Pleasanton 2025 Forum Wednesday Jan 13, 2021	 Pleasanton 2025 Forum Wednesday Feb 10, 2021	 State of the Pleasanton Chamber 2021 Tuesday Jan 26, 2021
---	--	--	---

WWW.PLEASANTON.ORG

Business Directory Page  
average of 4,800 views/month

Directory Category Page  
average of 3,900 views/month

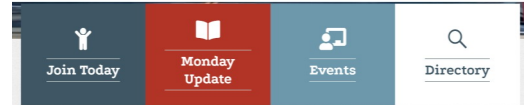
Quick Link Category Page  
35 quick links  
average of 188 views/month

Events Calendar Page  
average of 900 views/month

Home Page  
average of 18,000 views/month

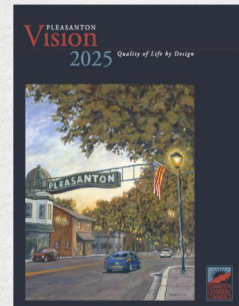
### Home Page

DIRECTORY THE CHAMBER MEMBERSHIP MARKETING EVENTS & PROGRAMS BUSINESS ADVOCACY BUSINESS RESOURCES ABOUT PLEASANTON



### Pleasanton by Design, Not by Accident

Our strong local economy and extraordinary quality of life happen by design, not by accident. Working together, we cause great things to happen.

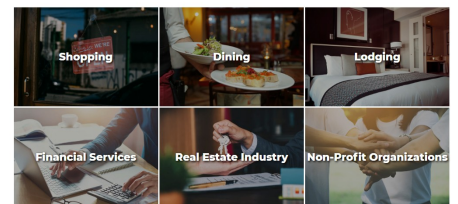


We are The Pleasanton Chamber



### Banner Ad

### Learn More About Our Members



View Directory