

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 11,000 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

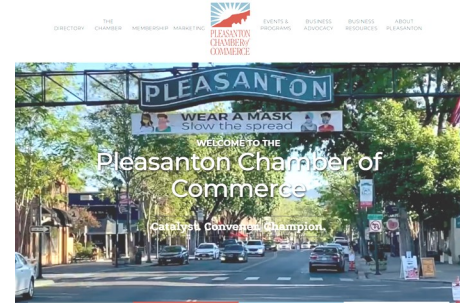
Electronic Newsletter Ad
Price Per Issue
Regular Size = \$45
Small Size = \$30

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



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

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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)

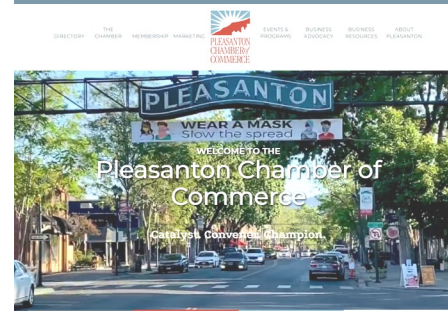
Regular Size Ad = 300 x 275

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.



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WEBSITE

Business Directory

Business Directory Search

Banner Ad

Keyword: All Categories:

Insurance, Insurance Agency, 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:

Results Found: 5

A.J. Amstrup, State Farm Insurance	Curtis Fleming - Farmers Insurance	Dote, Tom - Farmers Insurance Group	Cook, Disharoon & Creathouse
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Quick Link Category

Insurance

Banner Ad

Keyword: All Categories:

Results Found: 17

Bill Cash - State Farm Insurance	Curtis Fleming - Farmers Insurance	A.J. Amstrup, State Farm Insurance	The Kepler Group, LTD
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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:

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
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WWW.PLEASANTON.ORG

Business Directory Page
average of 4,800 views/month

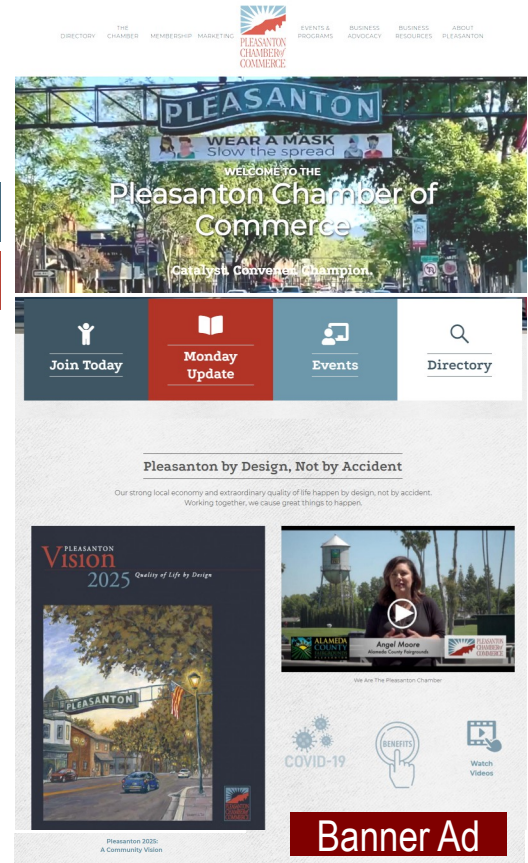
Directory Category Page
average of 3,900 views/month

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



Home Page Screenshot showing navigation links: Directory, The Chamber, Membership, Marketing, Events & Programs, Business Advocacy, Business Resources, About Pleasanton.

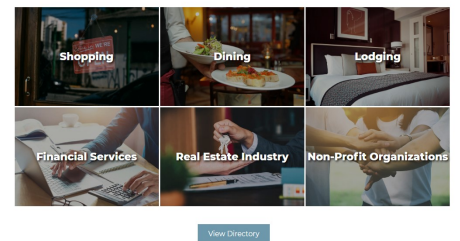
Home Page Screenshot showing a banner for Pleasanton Chamber of Commerce with a "WEAR A MASK" campaign.

Home Page Screenshot showing a "Pleasanton by Design, Not by Accident" banner.

Home Page Screenshot showing a "Pleasanton Vision 2025" banner.

Home Page Screenshot showing a "Banner Ad" for COVID-19.

Learn More About Our Members



Learn More About Our Members Screenshot showing categories: Shopping, Dining, Lodging, Financial Services, Real Estate Industry, Non-Profit Organizations.