

# 2022 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.



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 2022**

### 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 1,100 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

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### PRINT NEWSLETTER



#### Business Connection Print Newsletter

Issue March 4, due February 4  
Issue May 6, due April 8  
Issue July 1, due June 3  
Issue September 2, due August 5  
Issue November 4, due October 7

#### 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 1, ad due January 28  
Issue April 5, ad due April 1  
Issue June 7, ad due June 3  
Issue August 2, ad due July 29  
Issue October 4, ad due September 30  
Issue December 6, ad due December 2

#### 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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## Opportunities for your business

### WEBSITE

#### Business Directory

Business Directory Search

#### Banner Ad

Keyword: All Categories...

#### Insurance

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

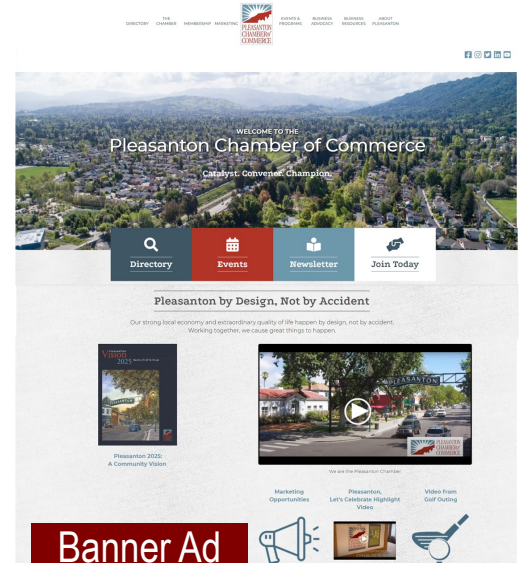
Directory Category Page  
average of 3,900 views/month

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

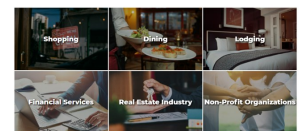
Events Calendar Page  
average of 900 views/month

Home Page  
average of 18,000 views/month

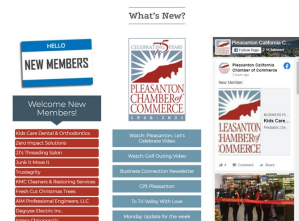
### Home Page



The screenshot shows the home page of the Pleasanton Chamber of Commerce website. It features a large header image with the text "Welcome to the Pleasanton Chamber of Commerce" and "Category: Conquest Champion". Below the header is a navigation bar with links for "Directory", "Events", "Newsletter", and "Join Today". The main content area includes a section titled "Pleasanton by Design, Not by Accident" with a video player and a section titled "Learn More About Our Members" with a grid of member photos and names. A "Banner Ad" is visible at the bottom of the page.



This screenshot shows a section of the website titled "Learn More About Our Members". It features a grid of six images representing different types of businesses: Shopping, Dining, Lodging, Financial Services, Real Estate Industry, and Non-Profit Organizations. Below the grid is a "View Directory" button.



This screenshot shows a section of the website titled "What's New?". It features a "HELLO NEW MEMBERS" banner with a "Welcome New Members!" message. Below the banner is a list of new members with their names and photos. To the right is a "Pleasanton Chamber of Commerce" logo and a "What's New?" section with a list of recent events and news items.



The Circle of Influence is a group of companies who are committed to the Pleasanton Chamber's goals and objectives, and whose support has been instrumental in the growth of the Pleasanton Chamber of Commerce.

GOLD Level Circle of Influence Members