

# PLEASANTON CHAMBER OF COMMERCE 2023 MARKETING OPPORTUNITIES

## PRINT NEWSLETTER

The **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 10,000 residences and businesses and a readership of 25,000, 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 2023

## ELECTRONIC NEWSLETTER

The **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

Regular  
Size Ad

Regular  
Size Ad

Horizontal Banner  
Ad

**Electronic Newsletter Ad**  
Price Per Issue

Regular Size = \$45  
Horizontal Banner Size = \$65

**Six electronic newsletters**  
scheduled for 2023

## WEBSITE

The Chamber's website **pleasanton.org** averages more than 16,000 views per month, including 2,900 views on average for the Business Directory and 1,900 views for the Events Calendar. Our website includes information on membership benefits, 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 banner ad location  
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

2—Quarter Page Print Ads  
6—Regular Electronic Ads

OR

2—Quarter Page Print Ads  
3—Horizontal Banner Electronic Ads  
**\$595** (regular price \$805)

Frequency, flexibility and visibility

# PLEASANTON CHAMBER OF COMMERCE 2023 MARKETING OPPORTUNITIES

## PRINT NEWSLETTER



### Business Connection Print Newsletter

Issue March 3, ad due February 3  
Issue May 5, ad due April 7  
Issue July 7, ad due June 9  
Issue September 1, ad due August 4  
Issue November 3, ad due October 6

#### 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 submit ad to  
[susie@pleasanton.org](mailto:susie@pleasanton.org) as  
high-resolution, print-ready PDF

## ELECTRONIC NEWSLETTER



### E-Business Connection Electronic Newsletter

Issue February 7, ad due February 3  
Issue April 4, ad due March 31  
Issue June 6, ad due June 2  
Issue August 1, ad due July 28  
Issue October 3, ad due September 29  
Issue December 5, ad due December 1

#### Actual Size (in inches)

Regular Size Ad = 4.167 x 3.824  
Horizontal Banner Size Ad = 11.472 x 4.167

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

Regular Size Ad = 300 x 275  
Horizontal Banner Size Ad = 825 x 300

Please submit ad to  
[susie@pleasanton.org](mailto:susie@pleasanton.org) as  
JPG or GIF and provide URL link

## WEBSITE

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



### Website Banner Ad Locations

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

#### Banner Ad Size

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

### Website Banner Ad Pricing

#### Business Directory

(average of 2,900 views/month)

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

#### Directory Category

(average of 2,000 views/month)

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

#### Events Calendar

(average of 1,900 views/month)

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

#### Quick Link Category

(34 quick links, average of 865 views/month)

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

#### Link

Your ad can be hyperlinked to any website. The default link is to your member page of our business directory.

#### Duration

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

#### Timing

Banner ads should be submitted along with the URL link two business days prior to the beginning of your scheduled advertising window. Timelines and locations of your banner ad are flexible throughout the year.

