

# HOW TO ADVERTISE

## *Chamber Membership Media Kit*

### MARKET YOUR BUSINESS

#### Tips for Maximizing Your Membership

##### Networking



##### Events



##### Print



##### Digital



##### Sponsorships

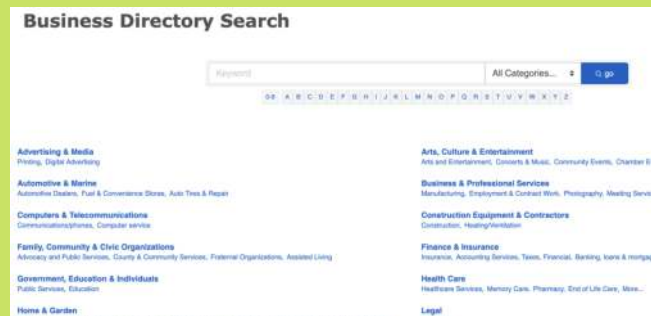


Reach the community of Jefferson & surrounding areas!

# HOW WE TELL THE COMMUNITY YOU JOINED THE CHAMBER

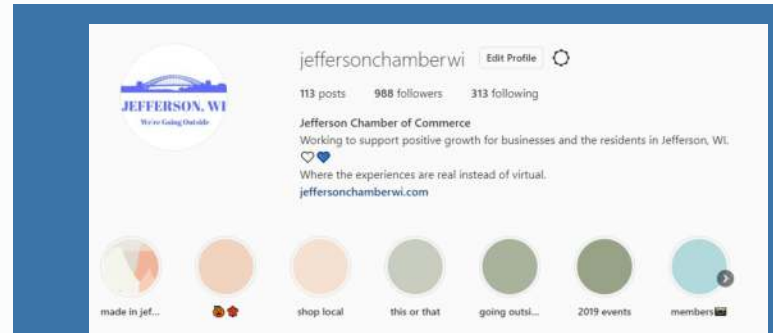
## ONLINE DIRECTORY

Find your business in our member directory [jeffersonchamberwi.com](http://jeffersonchamberwi.com)



## INSTAGRAM AND LINKEDIN

Your press release will be shared to our instagram and linkedin



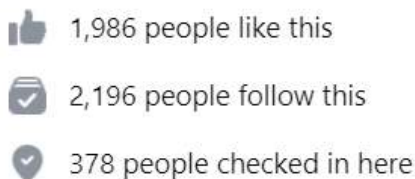
**YOU WILL BE FEATURED  
IN OUR WEEKLY  
NEWSLETTER,  
'WAKE UP WEDNESDAY'**



**Sent at 7:30am every  
Wednesday  
Check your spam folder  
if you're not receiving it**

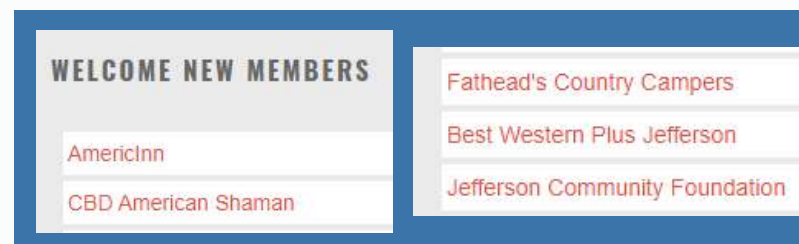
## FACEBOOK

We promote you on our Facebook page to 2,000+ followers



## NEW MEMBER SECTION

You'll be highlighted in the 'New Member' section of the website



## PRESS RELEASE

A press release will be submitted to the Daily Jefferson County Union, with 15,000+ local readers



# CHAMBER MARKETING OPPORTUNITIES

## FREE ADVERTISING OPPORTUNITIES



### FLYERS

Hang event flyers in the Chamber window, facing downtown Jefferson with plenty of traffic.

### EVENTS & PROMOTIONS

Submit events and promotions to be shared on the Chamber community calendar, social media & weekly newsletter.

January 2021

Calendar View:

Sunday	Monday	Tuesday
27 <a href="#">Winter Nights River</a>	28 <a href="#">Winter Nights River</a>	29 <a href="#">Winter Nights River</a>
3 <a href="#">Winter Nights River</a>	4 <a href="#">Winter Nights River</a>	5 <a href="#">Winter Nights River</a>



### EVENTS & PROMOTIONS

Participate in chamber events, competitions and promotions to be included in marketing materials and featured on our social media.

### EVENTS & PROMOTIONS

Expanding, reached a milestone or having a celebration? Let the Chamber recognize your success!



### DISPLAY BUSINESS MATERIALS

Place informational packets, brochures, flyers and business cards in the Chamber office display.

HOW CAN  
YOU TAKE  
ADVANTAGE  
OF THIS?

**Call** | 920.674.4511  
**Email** | [director@jeffersonchamberwi.com](mailto:director@jeffersonchamberwi.com)

### OR STOP BY OUR OFFICE

230 S. MAIN ST. SUITE 1 JEFFERSON, WI

JEFFERSON CHAMBER OF COMMERCE

# CHAMBER MARKETING OPPORTUNITIES

## PAID ADVERTISING OPPORTUNITIES

### LOCAL RADIO



Magnum Media is an advertising business specializing in Press, Publications and Radio. submit your ad to them at [advertise@magnum.media](mailto:advertise@magnum.media).



### LOCAL NEWSPAPER

The Daily Jefferson County Union is a Monday through Friday publication reaching more than 15,000 readers each day. Call 920.563.5553, or email [classifieds@dailyunion.com](mailto:classifieds@dailyunion.com) or use the online form: [orders.gazettextra.com/webads](http://orders.gazettextra.com/webads)

### CITY READER BOARD

The city reader board projects your advertisement on Main Street to the thousands of vehicles that pass by everyday. Fill out the 'electronic permit application' through the City of Jefferson website: [jeffersonwis.com/forms-documents/licenses-permits](http://jeffersonwis.com/forms-documents/licenses-permits)

The City Reader Board is available for use for non-profit organizations only.



### B2B E-Blast

Send us the information about your E-Blast (event, promotion, seminar, announcement) and let us do the work! Your E-Blast will be sent to hundreds of local business employees from our mailing list.

### OVER THE STREET BANNER

Hang a banner looking over south Main Street in the heart of Jefferson! | 8,700 cars per day pass under the advertising for your event. Fill out the 'Over the Street Banner permit application' through the City of Jefferson website: [jeffersonwis.com/forms-documents/licenses-permits](http://jeffersonwis.com/forms-documents/licenses-permits)



# ADDITIONAL TIPS TO TAKE ADVANTAGE OF YOUR MEMBERSHIP

## SUPPORT AND ATTEND A CHAMBER EVENT

Numerous sponsorships are available throughout the year. Details can be found in the marketing and membership guide:

[jeffersonchamberwi.com/marketing-and-membership](http://jeffersonchamberwi.com/marketing-and-membership)

### ANNUAL EVENTS

- ANNUAL DINNER
- WINE WALK
- GOLF OUTING
- HOLIDAY PARADE OF LIGHTS
- HOLIDAY WINDOW DECORATING



## ATTEND CHAMBER NETWORKING EVENTS

Keep an eye out for the monthly 'Business at Five' networking events. Contact us if you are interested in hosting (we make sure to recognize you if you do)!



## ATTEND 'COFFEE & CONVERSATION' WITH OTHER LOCAL BUSINESSES

Connect with businesses on the 1st Friday of every month in a casual, laid back setting while sipping coffee. Each event will have a focused topic to guide conversation with the goal of discussing shared challenges, sharing ideas, and building partnerships.



# ADDITIONAL TIPS TO TAKE ADVANTAGE OF YOUR MEMBERSHIP

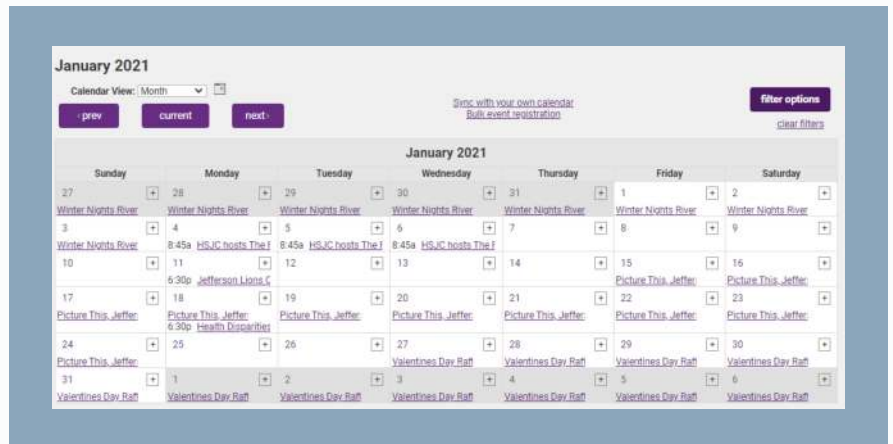


## HAVE A RIBBON CUTTING CEREMONY

Did you open up a new location, have an anniversary or an open house? Invite the Chamber Ambassadors to celebrate with you!

## UTILIZE CHAMBER MASTER

Submit events, job listings and specials to be promoted to the community. These listings will be posted on our website, added to our weekly newsletter, added to our community calendar and shared on social media.



**Celebrate with us!**



## SEND E-BLASTS

Submit content for us to send to our email audience (400+ people). \$50 each

**BUSINESS ANNIVERSARIES ARE CELEBRATED ON OUR SOCIAL MEDIA**

# HAVE ANY QUESTIONS ABOUT WHAT THE CHAMBER CAN DO FOR YOU?

## CONTACT US!



Chamber of  
Commerce

**EMAIL** [director@jeffersonchamberwi.com](mailto:director@jeffersonchamberwi.com)  
[admin@jeffersonchamberwi.com](mailto:admin@jeffersonchamberwi.com)

**PHONE** (920) 674-4511

**ADDRESS** 230 S. Main Street, jefferson, wi



**INSTAGRAM** [@jeffersonchamberwi](https://www.instagram.com/jeffersonchamberwi)

**FACEBOOK** [facebook.com/jeffersonchamberwi](https://www.facebook.com/jeffersonchamberwi)

**LINKEDIN** [linkedin.com/company/jefferson-wisconsin](https://www.linkedin.com/company/jefferson-wisconsin)

"INDECO has been a member of the Jefferson Chamber of Commerce since 2014. Being a member of the Chamber has helped build relationships with other business owners, credibility, and allowed us to be more involved in the community...If our businesses thrive, our community thrives. I hope all our local businesses will consider being a part of the Jefferson Chamber of Commerce. The Chamber advocates for all of us which helps all of our businesses."

**- JULIA CHADY**  
**INDECO OWNER**



**JEFFERSON CHAMBER OF COMMERCE**