



# Marketing Opportunities

with the Top of Virginia Regional Chamber



# For over 100 years,



**Danita Roble**

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540-662-4118 ext. 11

The Top of Virginia Regional Chamber has played a vital role in driving our region forward. Through all of our efforts, we strive to make the Top of Virginia a place where businesses can succeed and grow while creating jobs, supporting community and enriching our culture. **We believe that together, we are more.** We connect approximately 780 members, representing more than 30,000 employees, consisting of businesses large and small, to valuable resources such as marketing, education, advocacy and sponsorships. Seeking exposure? Creative ways to market your business? Or perhaps you're looking to position your company as a community leader? The Chamber provides many ways to get your business in front of local businesses, professionals in the Top of Virginia, and the greater community.

# Why advertise with the Top of Virginia Regional Chamber?

As the leading voice for the Top of Virginia regional business community, **the Top of Virginia Regional Chamber is the perfect vehicle to drive business to your company.**

## Reach

With approximately **780** members, representing more than **30,000** employees and a substantial audience of engaged online users, the Chamber's reach is unmatched by any other organization in the region.

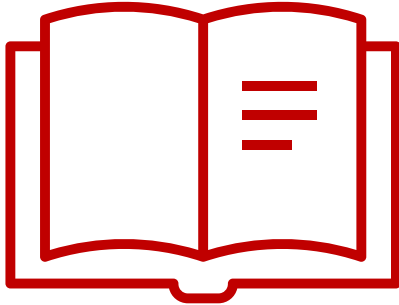
## Targeted Audience

Through our robust and data-driven communications, the Chamber delivers your message to a specific, targeted audience spanning a wide variety of industries.

## Credibility

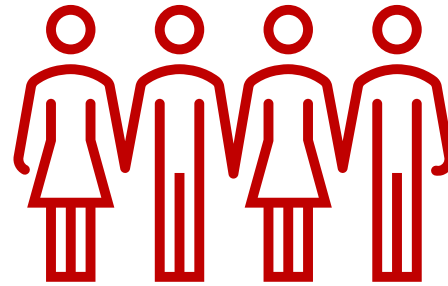
As the trusted voice of the business community, the Chamber leverages its high visibility and reputation to boost credibility for your business.

# Our Menu



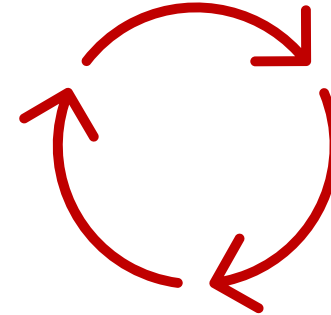
## [Print](#)

Print media is an effective tool to get your message in the right hands



## [Complimentary](#)

Benefits built into your Chamber Membership



## [Digital](#)

Digital media engages customers to increase your brand awareness





# Complimentary Benefits

Included in your membership are the following marketing opportunities:

- Business listing on website directory
  - ❖ Representative tab for easy access to key staff
- Business listing in the annual printed directory
  - ❖ Alphabetically
  - ❖ Category (2) additional available for \$25 per year
- New Member social media blast
- Ribbon Cuttings
- Member updates in email blasts
- Business cards or brochure in Chamber lobby
- Membership window decal for business window to add credibility
- Add our TVRC logo to your website for credibility
- Community Calendar postings
- MarketSpace
- Job postings
- Hot Deals
- News Releases
- Member to member deals
- Request for Proposals feature
- Facebook Chamber Connect

# Print

## Unique

The Chamber News "The Voice of Business & Industry" published monthly as a joint venture between TVRC and the Winchester Star, discusses issues that matter to the greater community and our membership. This 16-page insert has a printed circulation of 15,000 Winchester Star readers. It is also emailed directly to the TVRC membership and posted on the web for global access.

## Requirements

Static, non-animated, web optimized image. File preferred to be .JPEG or PNG. URL for click-thru link. Ad campaign artwork must be submitted **14** business days prior to ad placement date.





# Newsletter Advertising Options

All advertising options are subject to availability  
on a first-come, first-served basis

## Quarter Page Ad

4.70 Inches x 4.94 Inches

\$150

## Half Page Ad

9.4 Inches x 4.94 Inches

\$300

## Full Page Ad

9.40 Inches x 9.88 Inches

Inside Cover - \$500

Featured Article (Centerfold) - \$550

Back Cover - \$600

# Market Comparison

## TVRC Rates

## Local Newspaper Rates



1/4

\$150

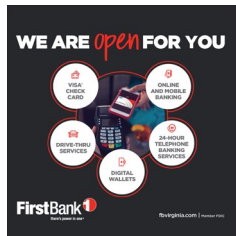
\$340.24



1/2

\$300

\$563.09



Full

\$500-\$600

\$937.83

Rates as published [here](#)





# Digital

## Regionalchamber.biz

- Enhanced Member Profile
- MarketSpace

## Email Blasts

- Monday Morning Message (Print & Video)
- Top of Mind

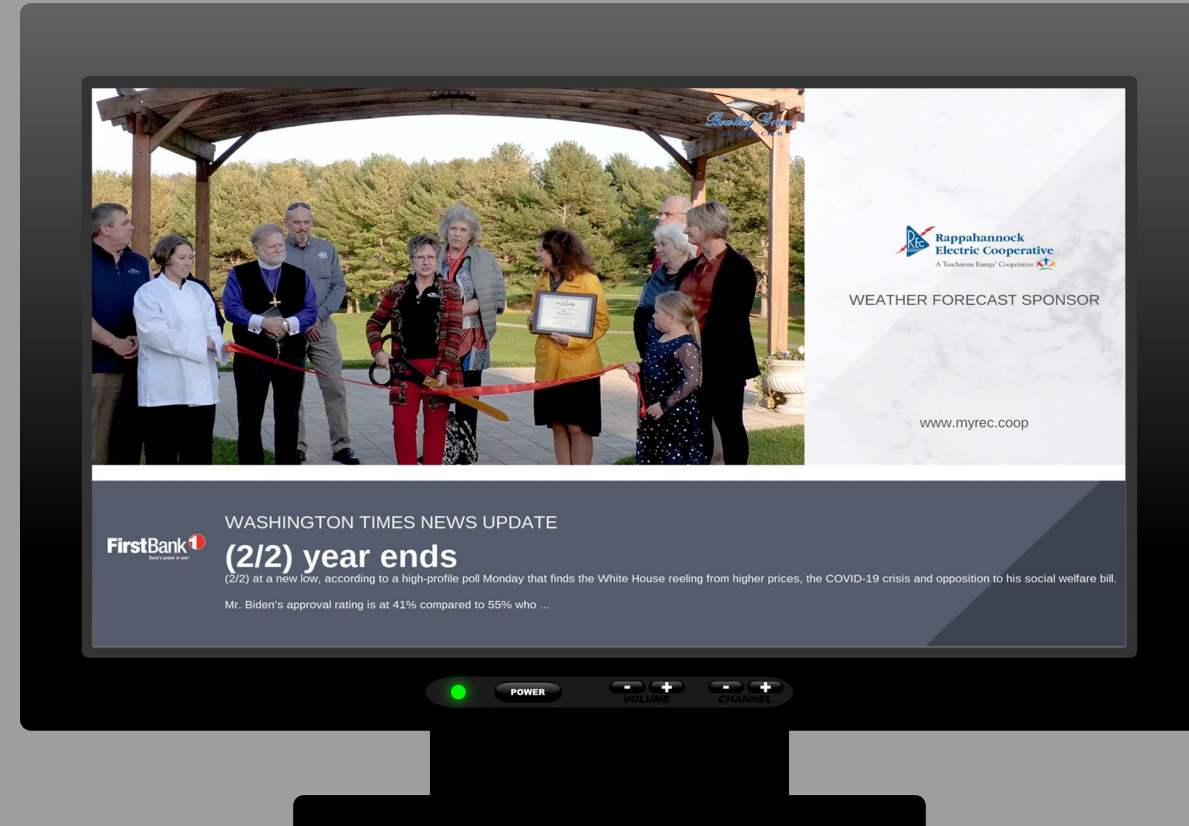
## Television

- WinLife TV

# New for 2022

## WinLife TV

WinLife TV will bring attention to local news and happenings of the Shenandoah Valley, not just what is going on in surrounding metropolitan areas. Viewers will enjoy local news, sports, weather, and upcoming events in a community calendar. Many organizations will contribute upcoming information, making WinLife TV a perfect way to get your message to new clients.





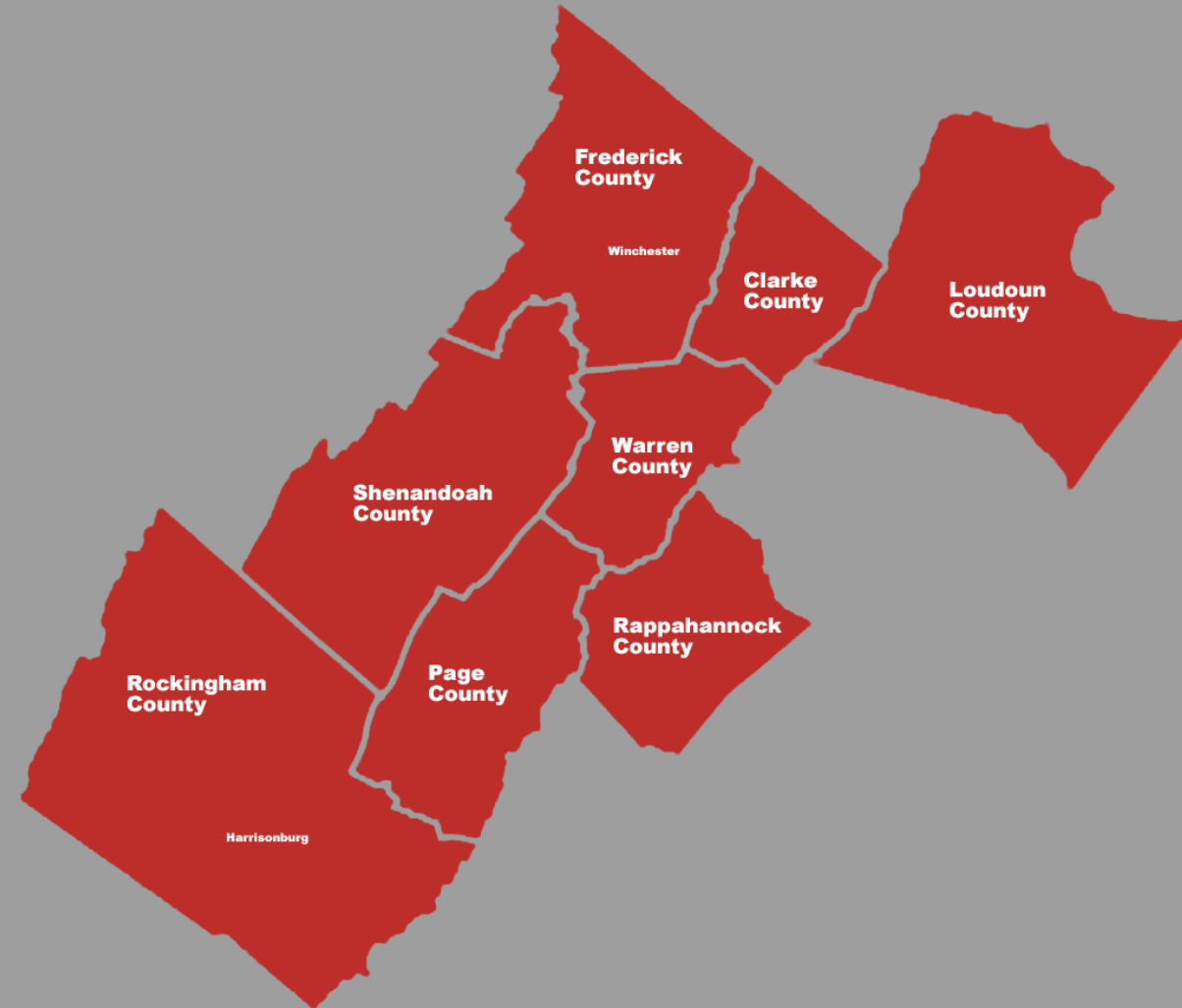
# WinLife TV

## Reach and Audience

WinLife TV is available to Xfinity viewers in the counties of Clarke, Frederick, Loudoun, Rappahannock, and Warren.

60,000 homes and businesses

WinLife TV will be available to Shentel viewers reaching through the Shenandoah Valley and beyond.



# Digital Advertising Options

All advertising options are subject to availability  
on a first-come, first-served basis

## Monday Morning Messages

Exclusive Email Blast to Over 3,000

Static Image

\$250

Video

\$350

## Top of Mind

Top Ad

\$100

Middle Ad

\$75

Bottom Ad

\$100

## WinLife TV

Cornerstone Placement

\$1000/monthly

(Requires 1 Year Commitment)

Commercial Spots

1008 Weekly Plays \$175/weekly

504 Weekly Plays \$150/weekly

252 Weekly Plays \$125/weekly

(Minimum 4 Weeks)



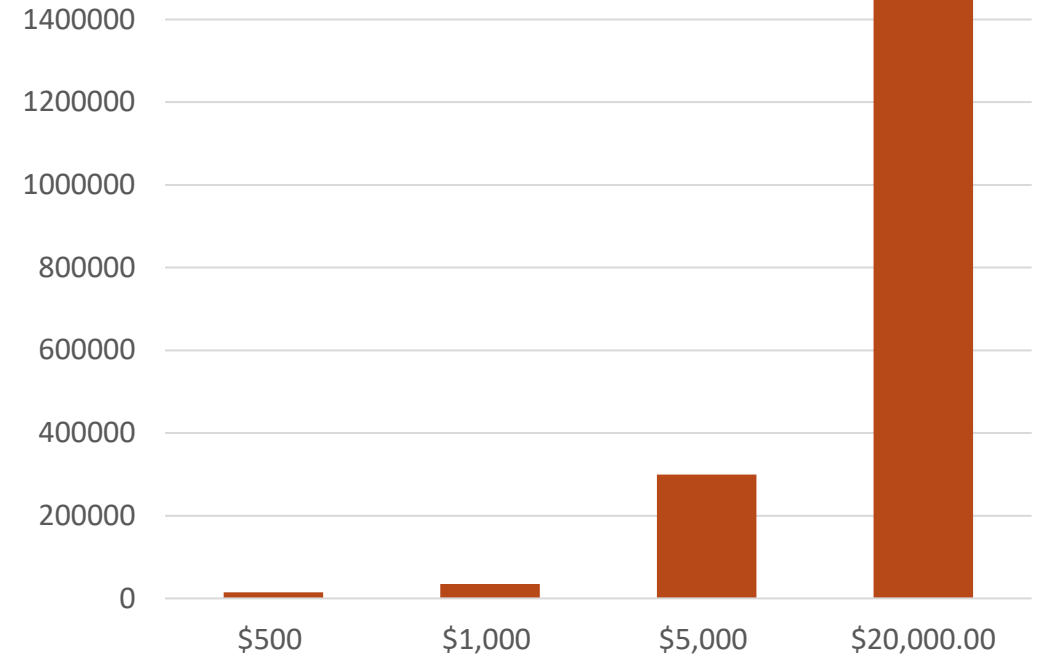
An aerial photograph showing a multi-lane highway winding through a valley. The landscape is a mix of green fields, some brown patches, and clusters of buildings. In the far distance, a range of blue mountains is visible under a clear sky. A dark, semi-transparent banner is overlaid across the middle of the image, containing the text "Elevate Your Business" in white.

Elevate Your Business

# Gain Our Reach Without Your Effort

	Artwork Needed	Number of Ads Run	Estimated Impressions
\$500	2	3	15,000
\$1,000	2	5	35,000
\$5,000	2	25	350,000
\$20,000	2	Infinite	1.5 Million

Estimated Reach





# 2022 Marketing Themes

**State of the Chamber**

**Tourism**

**Technology**

**Greater Good Awards**

**Agriculture**

**Non-Profits**

**Corporate Challenge**

**Workforce Development**

**Manufacturing**

**Valor Awards**

**Shop Small**

**Membership**

January

February

March

April

May

June

July

August

September

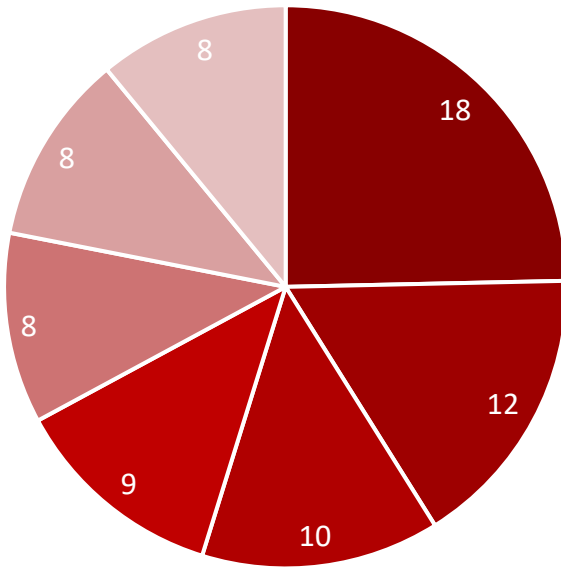
October

November

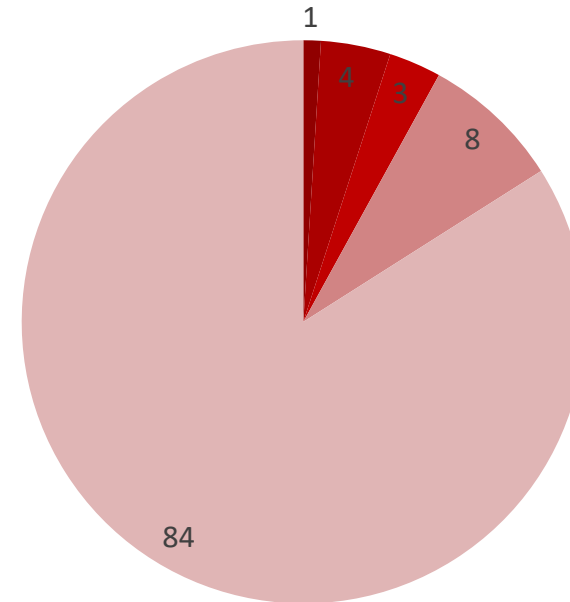
December

# Our Membership

Our Members employ over 30,000 people



Finance - 18%  
Business/Professional Service - 12%  
Medical & Health Care - 10%  
Government & Education - 9%  
Retail - 8%  
Food & Beverage - 8%  
Construction - 8%



- 501 + Employees - 1%
- 101 – 500 Employees - 4%
- 51 – 100 Employees - 3%
- 21 – 50 Employees - 8%
- Under 20 Employees - 84%



# Marketing Packages

Quick marketing packages designed to fit your needs

\$500	\$1,000	\$5,000
<b>Includes:</b> <ul style="list-style-type: none"><li>• 1 Monday Morning Message</li><li>• 1 Quarter Page Ad</li><li>• 1 Top Banner Ad</li></ul>	<b>Includes:</b> <ul style="list-style-type: none"><li>• Enhanced Member Profile Listing</li><li>• 2 Monday Morning Messages</li><li>• 2 Quarter page ads in the Newsletter</li><li>• 1 Top Banner Ad</li></ul>	<b>Includes:</b> <ul style="list-style-type: none"><li>• Presidents Level Sponsorship + Extended Marketing Package</li><li>• Logo on Chamber Website and in Newsletter 24/7/365</li><li>• Enhanced Member Profile Listing</li><li>• 12 - 1/4 page ads in the Newsletter</li></ul>

Packages can be customized according to needs.

All advertising options are subject to availability on a first-come, first-served basis

# Meet our Team



Cynthia Schneider

CEO



Vanessa McAllister

Director, Programs & Events



Julie Shaffer

Director, Legislative Affairs



Kory Campbell

Director, Marketing & Communications



Danita Roble

Director, Membership Development



Dan Hitchcock

Membership Development Specialist



Hannah Stewart

Membership Development Specialist





# Summary

As the leading voice for the Top of Virginia regional business community, **the Top of Virginia Regional Chamber is the perfect vehicle to drive business to your company.**





# Thank you

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