

THE LAKELAND
CHAMBER OF COMMERCE

Go Digital

2021 DIGITAL ADVERTISING OPPORTUNITIES

**WEBSITE. NEWSLETTER.
SPONSORSHIPS. DISPLAY**

For additional information on how you
can invest back in your business with
the help of the Chamber, contact
mmanjarres@lakelandchamber.com

E-Newsletter Banners

Mark your Calendar (Monday's E-Newsletter) and **MidWeek Memo** (Wednesday's E-Newsletter) are sent out weekly to hundreds of Chamber Investors.

This is a great opportunity to put your business out in front of Lakeland's most finest businesspeople.



Not Actual Size - **E-Newsletter Banner Ads are 600 x 175 Pixels**

\$250 Monthly Investment:

- **Clickable banner: Runs 4-5 times per month**
 - **Over 1,200 receive each newsletter**
 - **Drives traffic directly to your website**

***Please Note:** There is a maximum amount of ads allowed in the Monday Memo (2) and Wednesday Memo (4). If you're interested in having your banner displayed in either of these popular newsletters, we encourage you to **act quickly** before space runs out!*

12-Month Investment:

Increase your engagement with a 12-month contract and receive:

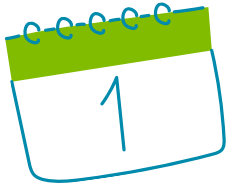


20% OFF

Sponsored Event Listing

Does your business have an **upcoming event** you would like to see featured on our Mark your Calendar newsletter?

All we need is the name of your event, date, and a link to the event page and we can make it happen!



\$25



Per Listing

Chamber Lobby Advertisement

Visitors come from all around to learn what Lakeland has to offer. One of their first stops is our lobby!

As a **trusted resource** to many Lakeland newcomers, we like to provide our new residents and businesses the best Lakeland has to offer - your services included!

\$150 Monthly (3 Month Contract)

\$125 Monthly (6 Month Contract)

All Contracts receive a 5% discount if paid in full at start of contract.



BANNER ADVERTISEMENT GUIDELINES



Specifications

Banner Ads should be in JPG or PNG format and meet the required dimensions listed below:

E-Newsletter Ad: 600 x 175 px

Ad Production

Your business is responsible for banner ad production. At your request, the Chamber can recommend member businesses that can assist with ad production.

Deadlines

Banner advertising space reservations and fully produced ad material are required **7 business days** from start of contract date.