

ADVERTISING OPPORTUNITIES



EMAIL ADVERTISING

THE BUSINESS BEAT

Showcase your business in the *Business Beat*, the Chamber's weekly e-newsletter which is emailed to approximately 2,000 Chamber members and associates every Monday morning.

Annual Premium Ad package: \$1,200

Annual Standard Ad package: \$600

Monthly Standard Ad (purchased by month): \$60

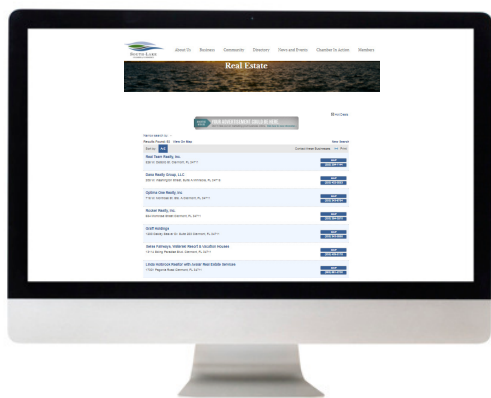
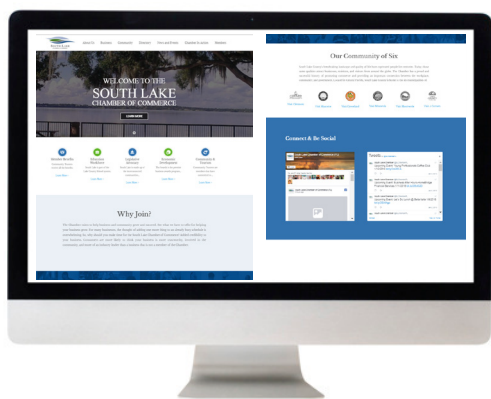
Spot Ad (purchased by week): \$20

CUSTOM EMAIL BLAST

Reach over 2,000 Chamber members and associates with your custom message. Sent every 1st and 3rd Tuesday of the month.

Custom Email: \$100 per email

Custom Email package: \$75 per email, when you schedule two or more



WEBSITE ADVERTISING

BANNER & SQUARE ADS

Highlight your business or event on the Chamber's website, which reaches over one million views each year.

Home page Banner Ad: \$50/month

Home page Square Ad: \$25/month

Interior page Banner Ad: \$40/month

Interior page Square Ad: \$20/month

ONLINE DIRECTORY LISTING

Gain visibility on the South Lake Chamber of Commerce website by enhancing your business directory listing. Enhanced features include 'above the fold' placement, increased promotional features, and more.

Enhanced Business Directory Listing: \$60

Enhanced Business Directory Listing with Logo: \$100

ADVERTISING SPECS

THE BUSINESS BEAT

- 300x300, static (no animations)
- File size must be smaller than 5 MB
- RGB
- No cropmarks
- Material can be submitted as a PNG or JPEG file
- All ads will need to be submitted completed (we will not create ads)
- The deadline is the Thursday before the scheduled news-letter date.

CUSTOM EMAIL BLAST

- HTML File
 - DIMENSIONS: Max width of 600px
 - MAX FILE SIZE: 35K
 - IMAGES: .gif, .jpg (should be linked from your server or under 30k and provided to us)
 - Any click tags used should be embedded
- Subject Line: 100 characters or less
- Text only file (optional)
- The deadline is 5 business days before the send date. You will receive one proof/test to approve.

BANNER ADS

- 946X90 pixels, static (no animations)
- File size must be smaller than 5 MB
- RGB
- No cropmarks
- Material can be submitted as a PNG or JPEG file
- All ads will need to be submitted completed (we will not create ads)
- The deadline is 5 days prior to scheduled 'go live' date

SQUARE ADS

- 300X250 pixels, static (no animations)
- File size must be smaller than 5 MB
- RGB
- No cropmarks
- Material can be submitted as a PNG or JPEG file
- All ads will need to be submitted completed (we will not create ads)
- The deadline is 5 days prior to scheduled 'go live' date

ORDER INFORMATION

Order Placed By: _____ Date: _____ Phone: _____
Company/organization: _____ Email: _____

AD TYPE (Check all that apply)

The Business Beat Date to begin ad: _____ Date to end ad: _____
 Premium Advertiser = \$1,200 Standard Advertiser = \$600 Monthly Ad = \$60 Weekly = \$20

Custom Email Blast Email Blast date(s): _____
 One Time = \$100 Two or more = \$75, each

Banner/Square Ads Ad run dates: _____
 Homepage banner ad = \$50/month Homepage square ad = \$25/month
 Interior banner ad = \$40/month Interior square ad = \$20

Business Directory Listing
 Enhanced listing = \$60 Enhanced listing with logo = \$100

TOTAL \$:

PAYMENT INFORMATION

Please make checks/money orders payable to South Lake Chamber of Commerce and send to:
South Lake Chamber of Commerce
620 W. Montrose Street, Clermont, FL 34711 • Phone: 352-394-4191 • Fax: 352-394-5799

CREDIT CARD PAYMENT OPTIONS

Visa Master Card American Express Discover

Name on Card: _____ Card Number: _____

Expiration Date: _____ Security Code: _____ Billing Zip Code: _____

Billing Address: _____ City: _____ State: _____

Authorized Signature: _____ Date: _____