

Plano Chamber of Commerce e-Advertising Opportunities

The Plano Chamber of Commerce provides you with multiple opportunities to connect with our membership and potential customers. Below you will find information on the different advertising opportunities.

The Bottom Line e-Newsletter



INCREASE YOUR BOTTOM LINE BY ADVERTISING IN OURS!

The Plano Chamber of Commerce publishes an electronic newsletter, *The Bottom Line*, twice monthly. *The Bottom Line* is a great way to reach potential new customers!

Fast Facts about *The Bottom Line* e-Newsletter

- Published the 1st and 3rd Tuesday of each month
- Distributed to over 4,500 email addresses
- Option for members to forward to others
- Advertising with a business-market demographic
- Immediate action capability with web link (single link per ad)



Requirements

- Advertiser must be a member in good standing and the advertiser's membership must be current throughout the advertising contract period.
- Availability and placement of ad space is secured on a first come, first paid basis.
- Ad sizes vary and a pricing break is given for multiple spaces and multiple months. In order to receive discount, ad must remain consistent each month. If ad is changed from month to month or a month is skipped, a separate advertising agreement would be necessary.
- Each ad is allowed one link. If link is to a document, a link to the document must be provided.
- Pre-payment required.

PlanoChamber.org Website

With over 370,000 hits per month and complete new look in 2011, the Plano Chamber website is a great way to promote your business to Chamber members, individuals looking to relocate to the area and community members.



Be strategic in your placement!

We allow you to choose where your ad will be placed on different pages throughout the website:

- Business Directory Search Page
- Chamber Events Calendar Page
- Job Posting Page
- Business Directory Category Listing Page
- Business Directory All Categories Listing Page
- Online Membership Sign-up Page
- Hot Deals Page

Requirements

- Advertiser must be a member in good standing and the advertiser's membership must be current throughout the advertising contract period.
- Availability and placement of ad space is secured on a first come, first paid basis.
- Image must be a jpeg or gif. Ad will stand out best if designed with a dark background. Image will link to your website.
- Each ad is allowed one link. If link is to a document, a link to the document must be provided.
- Pre-payment required.



**For Questions: Call
Lindsey Kleinhans
972-424-7547 ext. 226**



Plano Chamber of Commerce e-Advertising Contract

Organization/ Company Name: _____

Please indicate the plan(s) you wish to purchase by circling the amount below.

Bottom Line e-Newsletter

Space Size	Monthly Rate (2 issues)	Quarterly Rate (6 issues)	Half Year Rate (12 issues)	Yearly Rate (24 issues)
140px (w) X 140px (h)	\$125	\$350	\$650	\$1200
280px (w) X 140px (h)	\$200	\$425	\$725	\$1275
420px (w) X 140px (h)	\$300	\$525	\$825	\$1375

Month(s) requested for ad to run:

Jan	Feb	March	April	May	June
July	August	September	October	November	December

PlanoChamber.org Web Advertising

Website Page Location	Monthly Rate	Quarterly Rate	Half Year Rate	Yearly Rate
Business Directory Search Page	\$200	\$500	\$900	\$1700
Chamber Events Calendar Page	\$200	\$500	\$900	\$1700
Job Posting Page	\$150	\$400	\$700	\$1300
Business Directory Category Listing Page	\$150	\$400	\$700	\$1300
Online Membership Sign-up Page	\$150	\$400	\$700	\$1300
Hot Deals Page	\$150	\$400	\$700	\$1300
ALL LOCATIONS	\$900	\$2400	\$4300	\$8200

** For the All Locations discount, a different image for each page can be used. All ads must run on the same calendar period.

Month(s) requested for ad to run:

Jan	Feb	March	April	May	June
July	August	September	October	November	December

e-Advertising Contract (cont.)

Organization/ Company Name: _____

Contact: _____ Title: _____

Mailing Address: _____

City, State, Zip: _____ Phone: _____

Email: _____ Website _____

Pre-payment is required for all advertising.

Check

Amount Enclosed: _____

Credit Card

Type: AMEX MC VISA

_____ Exp: _____ CVV2 _____

Amount to Charge: _____

Name on Card: _____

Billing Address for Card: _____ Zip Code: _____

Prices are subject to change until receipt of this contract and payment is received in full. Please email jpeg image and link to lindseyk@planochamber.org. The Plano Chamber of Commerce reserves the right to reject any advertisement for any reason and refund payment received for that advertisement. By signing this contract, you agree to the terms outlined in the advertising contract. All advertising agreements must be countersigned by Chamber representative prior to confirmation. Availability and placement of ad space is secured on a first come, first paid basis.

Signature: _____ Chamber Representative: _____

Title: _____ Date: _____

Date: _____

Please return this form to Lindsey Kleinhans via email lindseyk@planochamber.org
or fax 972-422-5182. We appreciate your support of the Plano Chamber!