

2023



Eugene Area  
Chamber of  
Commerce

**MEDIA &  
ADVERTISING  
TOOLKIT**



The mission of the Eugene Area Chamber of Commerce is to serve as a catalytic leader in creating a vibrant and diverse economy that drives economic opportunity and well-being. The Chamber is the only broad-based business organization that aspires to represent your business interests, no matter your size, industry, or location.

## LEAD

We are strategic thinkers with bold ideas. We are catalysts for positive community change and push boundaries with creative solutions.

## INNOVATE

We are curious and open-minded. We are not afraid to bypass the easy and safe for a different but better way to serve our members and community.

## ENGAGE

We pay attention, and we participate in hard conversations. We are intentional about including diverse voices, building relationships, and empowering others to play a role in creating the best community possible.

## IMPACT

We are solution-oriented and relentlessly optimistic. We work collectively as business leaders to solve the challenges facing our community.

# IMPACT BY THE NUMBERS



Our numbers grew significantly in 2022 as our website, email, and social media communications continued to be a valuable resource to the community—providing updates on critical public safety issues—including the Chamber’s State of Homelessness report, COVID-19 business recovery efforts, childcare resources, community webinars, and a support local campaign. Share your content directly with the Eugene Area Chamber of Commerce audience\*.

## EMAIL REACH

**32–35%**

OPEN RATE

**5–8%**

CLICK RATE

**4,100+**

SUBSCRIBERS

## WEBSITE TRAFFIC

**50k**

UNIQUE VISITS

**1.88**

PAGES PER UNIQUE VISIT

**120k**

PAGE VIEWS

## OPEN FOR BUSINESS

**21,952**

TOTAL AD IMPRESSIONS

**2,927**

AVG. AD IMPRESSIONS PER MONTH

**1,800**

UNIQUE VISITS

## SOCIAL FOLLOWERS

**6,500+**

FACEBOOK

**3,400+**

INSTAGRAM

**3,400+**

LinkedIn

*\*All content must meet our content guidelines, please contact us if you have questions!*

# EMAIL ADVERTISING



When you are looking to reach a wide and diverse audience, our email ads are a great investment. With more than 4,000 subscribers and above average open and click rates, our email ads provide valuable and timely opportunities. Ads must be booked in advance and content must be submitted one week before run date. Limit of one ad per month, per business, per placement type.

PLACEMENT	FREQUENCY	ART SPECS	COST
<b>SPONSORED CONTENT</b>	Weekly <i>Wednesdays</i>	600x400px 400 words 1 link	<b>\$350</b>
<b>COMMUNITY SPOTLIGHT</b>	Weekly <i>Wednesdays</i>	600x400px 100 words 1 link	<b>\$250</b>
<b>SUPPORT LOCAL</b>	Monthly <i>First Friday</i>	600x400px 1 link	<b>\$100</b>
<b>BUSINESS HIGHLIGHT</b>	Weekly (1 of 3) <i>Wednesdays</i>	300x300px 50 words 1 link	<b>\$125</b>
<b>EXCLUSIVE EMAIL BLAST</b>	Monthly <i>Second Friday</i>	Images must be at least 600px wide	<b>\$750</b>

- ▶ Digital artwork must be submitted as PNG or JPEG. RGB color profile required. Artwork resolution should not exceed 72dpi; file size should not exceed 500kb. Please include all links and tags, SSL compliant.



With thousands of monthly visitors, the Chamber's website is a great way to share your message with the region's leading professionals and influencers. Choose up to five (5) pages for your ad to appear on—subject to availability. Super leaderboard ads appear on two (2) main pages and two (2) sub pages. Rectangle ads appear on our high traffic pages such as our member directory, chamber events calendar, and community events calendar. Pricing listed is per month.

PLACEMENT	ART SPECS	COST
<b>SUPER LEADERBOARD</b> (2 main pages, 2 sub pages)	970x150px (3 available on 2 pages)	\$600
<b>RECTANGLE</b> (BOTTOM LEFT)	300x200px (3 available)	\$300
<b>RECTANGLE</b> (BOTTOM CENTER)	300x200px (3 available)	\$300
<b>RECTANGLE</b> (BOTTOM RIGHT)	300x200px (3 available)	\$300

- ▶ Digital artwork must be submitted as PNG or JPEG. RGB color profile required. Artwork resolution should not exceed 72dpi. Our website does not support GIF or video files. If you would like to have multiple images that rotate, please contact our marketing team to find out about pricing for this option.

# OPEN FOR BUSINESS WEBSITE



Open for Business Magazine transitioned from a quarterly printed publication to a digital website with various advertising opportunities. We are excited to be able to share content regularly and utilize our email and social media channels to push content out to a broader audience.

PLACEMENT	ART SPECS	COST
<b>HOME PAGE</b>	880x640px	<b>\$600</b> /mo
<b>SIDEBAR SQUARE</b>	800x800px	<b>\$300</b> /mo
<b>SIDEBAR VERTICAL</b>	800x1600px	<b>\$450</b> /mo
<b>IN-LINE ARTICLE</b>	1500x600px	<b>\$400</b> /mo
<b>POST ARTICLE</b>	1200x800px	<b>\$350</b> /mo
<b>ADVERTORIALS</b>	3000x1400px (Header) 1590x1240px (Feature)	See rates on next page

- ▶ Digital artwork must be submitted as PNG or JPEG. RGB color profile required. Artwork resolution should not exceed 72dpi. Please include all necessary links.



Advertorials are the best way for the community to learn more about your business. This is an opportunity to tell your story and show expertise in your field! Rates below are per article—We will drive traffic to these articles via our social channels and enews.

WORD COUNT	COST
<b><i>150-200 words</i></b>	<b>\$400</b>
<b><i>250-500 words</i></b>	<b>\$600</b>
<b><i>500-750 words</i></b>	<b>\$750</b>
<b><i>750-1000 words</i></b>	<b>\$900</b>

We prefer submissions that clearly connect the local business community and the Chamber's mission. We especially like a first-person view and a conversational tone. Here are some ideas of what we've seen work well:

- *How-to articles*
- *Tips and tricks*
- *Best of lists*
- *Industry trends*
- *Success stories*
- *Highlights of local professionals*

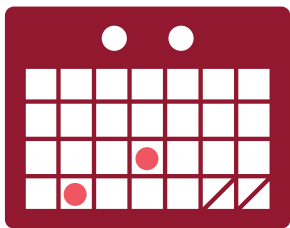
▶ Please identify the first instance of each person mentioned by first and last name, title and organization when applicable.

# ADDITIONAL OPPORTUNITIES



Let us help you tell your story to a wider audience while adding flexibility to your budget. Whether social media support or design assistance, we offer ad-on support beyond our ad packages for a small fee.

## ADVERTISING PACKAGES



**BOOK  
— IN —  
ADVANCE**

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## SOCIAL MEDIA ADVERTISING

PLACEMENT	AVAILABILITY	COST
<b>FACEBOOK LIVE</b>	1-2 per month	<b>\$200</b>
<b>EXCLUSIVE POST</b> <i>(Facebook &amp; Instagram)</i>	1-2 per month	<b>\$50</b> <i>one platform</i> <b>\$100</b> <i>both platforms</i>

## GRAPHIC DESIGN SERVICES (ADD-ON)

If you would like to take advantage of any of the Chamber's advertising opportunities but are unable to create/submit artwork, our staff will design the ad for an additional fee. Please reach out to our marketing team with any questions.