



 Eugene Area Chamber of Commerce



GET TO KNOW

Chris Boone
President,
Boone Insurance
Associates

Chris is a local business leader and current board chair of the Eugene Area Chamber of Commerce.

Evolve.

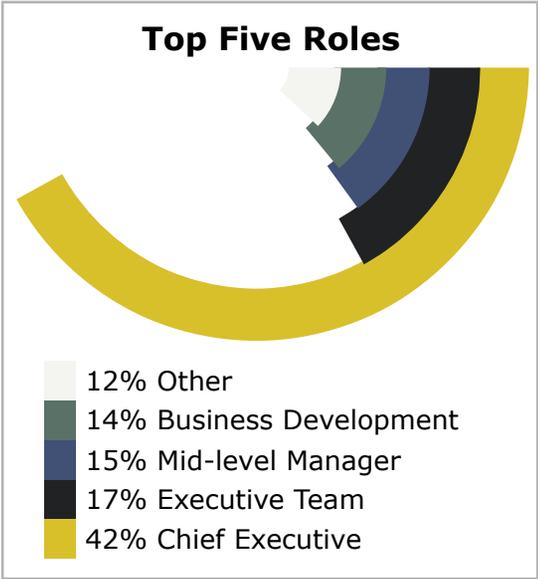
Your chamber. Your Business. Your Community.

With a legacy of collaboration and an eye toward innovation, the chamber galvanizes local businesses, thought-leaders, and professionals to drive regional economic growth and opportunity.

Reaching far beyond our 1,200 member businesses to thousands of professionals across platforms and industries, the chamber engages an audience of influential leaders active in building both their business and our community.

By the Numbers

- 1,200**
Member Businesses
- 3,800**
Print Readers
- 3,600**
Enews Subscribers
- 41,000**
Unique Visitors
- 18%**
Mobile Traffic
- 7,000**
Social Followers





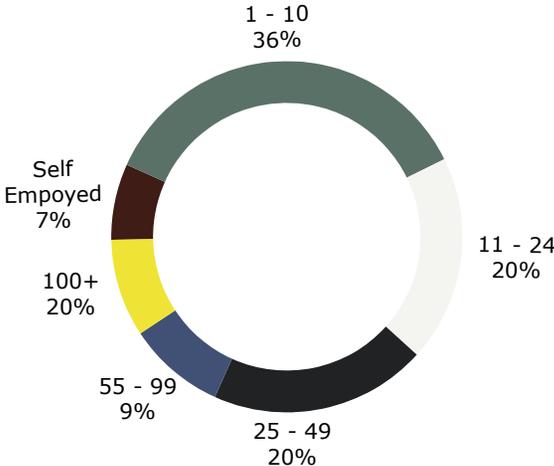
GET TO KNOW

David Castillo
Regional Operations Director, SAIF

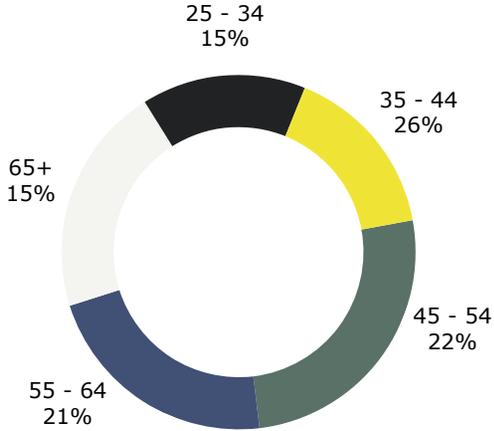
David is passionate about making business better. As a community leader, he works to keep our workforce at its best.

Audience

Company Size



Age



The Eugene Area Chamber of Commerce reaches the most influential and engaged audience of

- Young Professionals
- C-Suite & Top Management
- Business Owners
- Business Decision Makers

* Demographics based on 2018 member survey results.



GET TO KNOW

Nicole Desh
Owner,
Heritage Dry Goods

Nicole is a champion for small business as an owner of a local retail outlet and President of the Downtown Eugene Merchants.

Cross Channel Segments

Connect with brands, business leaders, and influencers across communications channels.

Young Professionals

Engage a community of the most innovative young professionals on our dedicated Eugene Young Professionals channels and live events.

Focus on Manufacturing

Convening local industry leaders to tackle the challenges of a new economy.

Women Business Leaders

Connect to the women in business who are leading the way with in-person events, the annual Women Business Leaders awards, and online content.

Focus on Small Business

Driving growth in small business with opportunities to learn, network, and create strategies for growth.

Leadership Eugene-Springfield

Get in front of the next generation of community leaders with regular in-person events.

2018 Editorial Calendar

Start a dialogue on emerging trends, tackle opportunities, and create content that positions thought-leaders.

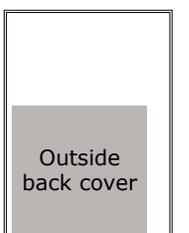
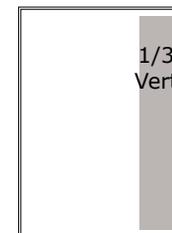
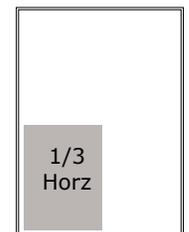
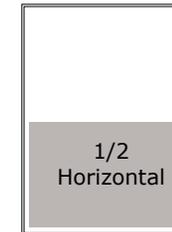
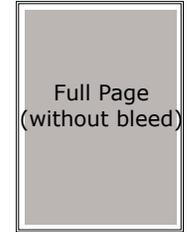
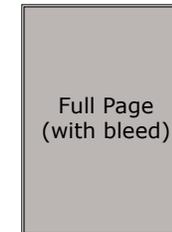


Issue Date	Editorial Themes	Ad Close	Launch Date
Q1	Workforce State of the Workforce Diversity & Inclusion Recruitment & Retention Engaging the Next Generation	2/20/18	3/20/18
Q2	Uniquely Eugene Life in Our Region Local Food & Beverage changes the Landscape Workplace Wellness From STEM to STEAM Knight Campus and Impact of Science	5/21/18	6/20/18
Q3	2021 Opportunity of 2021 on Eugene Economic Impact of Tourism Our Growing Hospitality Industry Investing in Infrastructure	8/20/18	9/20/18
Q4	Triple Bottom Line Corporate Social Responsibility & Community Impact Philanthropy & Volunteerism Sustainable Business Practices	11/20/18	12/20/18

Print Advertising



Placement	Dimensions	1x Rate	4x Rate
Full Page (1/8" bleed on all sides or no bleed)	8.5" x 11" 7.375" x 9.75"	\$1,086	\$977
1/2 Horizontal	7.375" x 4.1825"	\$808	\$727
1/3 Square	4.8125" x 4.8125"	\$581	\$522
1/3 Vertical	2.375" x 9.75"	\$581	\$522
Inside Front Cover 1/2 pg (4x contract only)	7.375" x 4.1825"	N/A	\$770
Inside Front Cover Full pg (4x contract only)	8.5" x 11" 7.375" x 9.75"	N/A	\$1,035
Inside Back Cover 1/2 pg (4x contract only)	7.375" x 4.1825"	N/A	\$770
Inside Back Cover Full pg (4x contract only)	8.5" x 11" 7.375" x 9.75"	N/A	\$1,035
2/3 Back Cover (4x Contract Only)	7.375" x 7.25"	N/A	\$1,232



Rates per placement. Placement costs are for advertiser supplied, print ready ads. Nonprofit discount of 15% and cash discount of 5% available. Non-members may advertise at a 25% premium.

File Type

Digital files (PDF-X-1A with high resolution, 4-color composite, all fonts embedded). Application files such as Adobe Indesign, Illustrator, QuarkXpress, or Pagemaker are not acceptable.

Image Resolution

300 dpi. RGB colors are unacceptable.

File Transmission: Send to Brandy Rodtsbrooks at brandyr@eugenechamber.com or call 541-242-2360 for more.

Sponsored Content

Share your content directly with the Eugene Area Chamber of Commerce audience, in print or online. Your content can be published in Open for Business magazine and/or on the Chamber's new digital channel. All sponsored content includes mention on the Chamber's social channels and in one weekly enews.

Note: All content must meet the Eugene Area Chamber of Commerce content guidelines.

Word Count	Print	Online	Both
150 - 300 words	\$225	\$105	\$300
300 - 500 words	\$375	\$175	\$500
500 - 1,000 words	\$750	\$350	\$1000

What we publish

We love to publish lively, engaging content that is clear and direct. Please read some of our content to get a sense of our style and tone before submitting.

We accept articles or narrative content, related to business, including how-to articles, tips and tricks, "Best of" lists, industry trends, success stories, and highlights of local professionals.

What we don't publish

We do not publish overt promotional content, including information on new products, services, or upcoming sales.

Press releases including new hires, awards, etc. are published in our business news section. Press releases are not published in their entirety.

The chamber reserves the right to publish and edit at our discretion to meet our brand and content guidelines.

What you should know

We prefer submissions that clearly connect to the local business community and the chamber's mission. We like lively and engaging content written in AP style. We especially like a first-person view and a conversational tone.

Please identify the first instance of each person mentioned by their first and last name, title and organization when applicable. We include no more than two authors per article.



GET TO KNOW

Caroline Cummings
Venture Catalyst,
Oregon RAIN

Caroline is a serial entrepreneur with a passion for helping others launch and grow their companies.

Digital Advertising

Advertise on the Chamber's website. With thousands of monthly visitors, the chamber's website is a great way to share your message with the regions leading professionals and influencers.

Placement	Dimensions	Price Per Month
Leaderboard	728 x 90 px	\$200
Medium Rectangle	250 x 300 px	\$175
Square	300 x 250 px	\$175
Premium Placement: Chamber Events Calendar	250 x 250 px	\$300

File Type

Digital files in png or jpeg required. RGB color profile in no more that 96 dpi. Maxium file size not to exceed 500 kb. Please include links and creative tags, SSL compliant.

Enews & Buy Chamber

Get your message in front of an audience of over 4,000 readers by leveraging the chamber's email communications. From our weekly Enews to the monthly Buy Chamber email, your audience is just a click away.

Enews	Dimensions	Price (1 sponsor per week)
Sponsored content (Photo & link included)	600 px wide 200 words	\$150

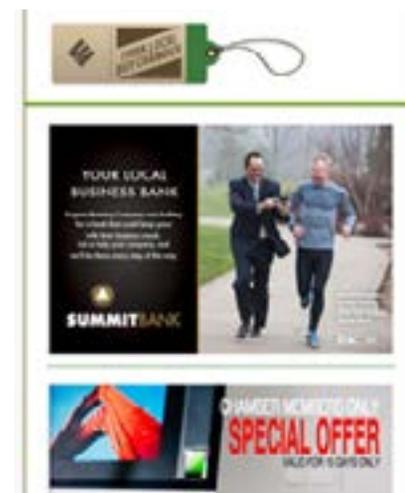
File Type

Digital files in png or jpeg required. RGB color profile in no more that 96 dpi. Maxium file size not to exceed 500 kb. Please include links and creative tags, SSL compliant. The enews is sent each Wednesday morning. All creative due one week prior to launch.

Buy Chamber	Dimensions	Price (1 sponsor per week)
Advertising (Ad & link included)	600 px wide 400 words	\$25 Chamber Member \$15 nonprofit

File Type

Digital files in png or jpeg required. RGB color profile in no more that 96 dpi. Maxium file size not to exceed 500 kb. Please include links and creative tags. Buy Chmber is sent on the first Friday of each month. All creative due the Wednesday prior to launch.





GET TO KNOW

Brittany Quick-Warner
CEO,
Eugene Area Chamber of
Commerce

Brittany works to make doing business in Eugene better. Her spirit of innovation, creativity, and thoughtful strategy help business initiatives across sectors.

Ready to get started?

When you're ready to create a plan to get your business in front of our region's most influential business leaders, give us a call. Our team is here to help you build a plan that meets your organization's goals and highlights all that makes doing business in our community even better.

Brittany Quick-Warner

CEO

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Amanda Yankovich

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