



Photo by Marten Bjork on Unsplash

Eugene Chamber of Commerce

2025 Media & Advertising Kit



Why

Advertise with the Chamber?

**Targeted Reach To Business Leaders
& Key Decision Makers.**

Trusted Community Presence.

**Amplify Your Impact &
Make a Difference.**

More Than Just Advertising ... *It's a WIN-WIN!*

Advertising with the Chamber means aligning your business with a respected organization while gaining access to an engaged audience.

Our platforms—whether print, digital, or in-person—offer the visibility your brand deserves. From small businesses to large corporations, we provide the tools to share your story and grow your network.

By advertising, you're not only promoting your business but also investing in the vitality of Eugene's business community. Together, we make progress possible.

"The Chamber advertising options are perfect for a small business owner like myself, looking to reach business leaders in our community."

– **Bishop Dean**
Dean Home Services



WEB



| | DOMAIN | UNIQUE VISITORS | PAGE VIEWS |
|-----|--------------------------|-----------------|----------------|
| | eugenechamber.com | 99,059 | 533,391 |
| OFB | openforbiz.com | 4,032 | 15,000 |

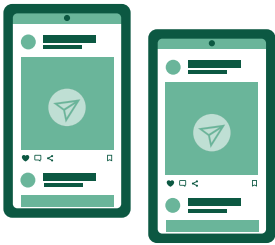
eMAIL



| EUGENE CHAMBER | |
|--------------------|---------------|
| SUBSCRIBERS | 7,300+ |
| OPEN RATE | 44% |
| CLICK RATE | 8% |

| EUGENE YP | |
|--------------------|---------------|
| SUBSCRIBERS | 2,200+ |
| OPEN RATE | 43% |
| CLICK RATE | 9% |

SOCIAL



| EUGENE CHAMBER | | |
|------------------|---------------|--------------|
| | FOLLOWERS | REACH |
| FACEBOOK | 7,100+ | 74k+ |
| INSTAGRAM | 4,100+ | 153k+ |
| LINKED IN | 4,100+ | 63k+ |

| EUGENE YP | | |
|------------------|---------------|------------|
| FACEBOOK | 2,200+ | 6k+ |
| INSTAGRAM | 2,300+ | 9k+ |

PRINT



| | |
|---------------------------|--------------------------------------|
| DISTRIBUTION | 2000+ |
| AVERAGE VIEW RATE | 3-5 per copy |
| DISTRIBUTION RANGE | 15 cities & 30+ zip codes |

Website Ads

Capture attention 24/7! Perfect for long-term visibility and reaching visitors actively seeking Eugene Chamber resources.

eMail Ads

Deliver your message directly to inboxes. Ideal for timely promotions, event announcements, and targeted member engagement.

Social Ads

Leverage our social audience! Great for broad visibility and driving traffic with dynamic shareable content.

Open For Business Magazine

Thousands of engaged readers including local leaders, entrepreneurs, and professionals means your business or organization is woven into the fabric of the region's key players.



Contact:

marketing@eugenechamber.com

CHAMBER eNews (weekly)



MONTHLY SPONSOR

\$500/mo

\$225/mo

BANNER

\$100/wk

\$50/mo

SPONSORED CONTENT

\$350/wk

\$150/mo

YP eNews (monthly)



Support Local

monthly

FEATURED PLACEMENT

BANNER

SIX PACK
Book 6 & Save \$100!

\$200/mo

\$100/mo

OR

\$500/6 mo

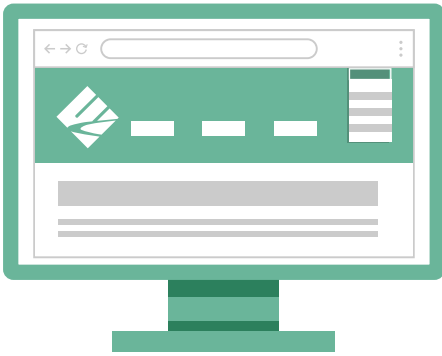
Your Exclusive Email

eMAIL BLAST

Banner image plus
up to 250 word
message with links
to your page!

\$650

**NON-PROFITS
RECEIVE 35% OFF
ALL
DIGITAL PLACEMENTS**



eugenechamber.com

HOMEPAGE
Banner on Homepage Only

2055 x 217 **\$400**

LEADERBOARD

2055 x 217 **\$300**

EVENTS PAGE

1100 x 578 **\$450**

FOOTER

1100 x 578 **\$200**

openforbiz.com

HOMEPAGE

880 x 640 **\$200**

IN-ARTICLE *Sidebar*

800 x 800 **\$300**

FOOTER

510 x 300 **\$150**

ADVERTORIAL *Up to 1,000 Words*

3000 x 1400 **\$450**

eugeneyp.com

HOMEPAGE

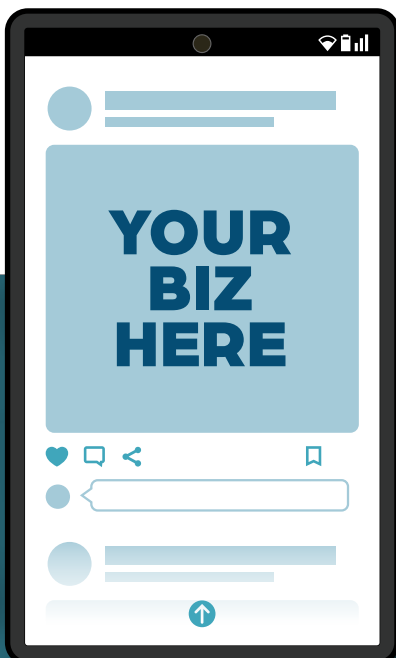
1075 x 150 **\$200**

FOOTER

510 x 300 **\$300**

Additional web advertising opportunities available for many YP events and programming throughout the year.

Ask us how you can get involved!



Facebook, Instagram, LinkedIn

\$100 **3-PLATFORM POST**

NON-PROFITS RECEIVE 35% OFF ALL DIGITAL PLACEMENTS



What is OPEN FOR BUSINESS?

Open for Business Magazine is the Eugene Chamber's premier business publication, offering in-depth stories and expert insights on the businesses, industries, and community partners driving our region's success. With thousands of engaged readers—including local leaders, entrepreneurs, and professionals—it's the go-to resource connecting key players in Eugene's economy. Each issue tackles the topics that matter most to our business community while showcasing the companies and organizations making a daily impact. Align your brand with the stories that shape our region and reach the audiences shaping its future.

BOOKED

A

FOR 2025

BOOKED

B

FOR 2025

OEB

C

D

E

PRINT AD PLACEMENTS

A Full Page Interior

Back Cover

BOOKED FOR 2025

B Back Cover

BOOKED FOR 2025

C Centerfold

D Interior Front Cover

Half Page

E Full Page

F Full Page Advertorial

(250-500 words)

G Half Page

H Quarter Page

With targeted readership and a trusted reputation, Open for Business Magazine is the ideal platform to showcase your brand and connect with Eugene's business leaders. We offer advertising options to fit any budget, from large premium placements to affordable ad blocks. Maximize your impact and save with frequency discounts when you advertise in multiple issues!

| PLACEMENT | 1 x | 2x | 3-4x |
|--|---------|---------------------|-----------------------|
| Full Page Interior <i>Back Cover</i> | \$1,990 | \$1,791 | \$1,691 ⁵⁰ |
| Back Cover* <i>*Frequency Rates DO NOT Apply</i> | \$1,900 | NA | NA |
| Centerfold <i>Two Page Spread</i> | \$1,850 | \$1,665 | \$1,572 ⁵⁰ |
| Interior Front Cover <i>Half Page</i> | \$1,250 | \$1,125 | \$1,062 ⁵⁰ |
| Full Page | \$975 | \$877 ⁵⁰ | \$828 ⁷⁵ |
| Full Page Advertorial <i>250-500 words</i> | \$900 | \$810 | \$765 |
| Half Page | \$550 | \$495 | \$467 ⁵⁰ |
| Quarter Page | \$375 | \$337 ⁵⁰ | \$318 ⁷⁵ |

Prices shown are per placement



NON-PROFITS
 RECEIVE 20% OFF
ALL
 PRINT PLACEMENTS

STRETCH YOUR AD DOLLARS!

The single highest discount will be applied for each member out of the listed options.

**ELEVATE 28
INVESTORS***

**25%
OFF**

ALL ADS

**Bronze Level Or Higher*

**FREQUENCY
RATES**

**2x
FREQUENCY**

**10%
OFF**

**3x OR GREATER
FREQUENCY**

**15%
OFF**

**NON-
PROFIT
RATES**

**OPEN FOR
BUSINESS
PRINT ADS**

**20%
OFF**

**DIGITAL
PLACEMENTS**

**35%
OFF**