



## Advertise with the Chamber!

The Gainesville Area Chamber of Commerce Web site, accompanied by our weekly e-Journal, makes the e-Chamber a great place to advertise! The Web site receives approximately 14,000 visits per month, and the weekly e-newsletter is sent to more than 3,000 Chamber member businesses and their employees. Contact the Membership Division for more information at 352.334.7100.

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### Website Advertising

Advertise on the newest and most comprehensive business and community Web site in Gainesville/Alachua County – [www.GainesvilleChamber.com](http://www.GainesvilleChamber.com).

Be a part of the online home for the Gainesville business community. This site provides innovative tools that make it easier for our members to do business every day – and creates high visibility for your company:

- Merger of four organizations, generating more traffic to your advertisement: Gainesville Area Chamber of Commerce, Council for Economic Outreach (CEO), GTEC (Gainesville Technology Enterprise Center) and FloridaWorks
- Live, current news updates available 24/7 through our RSS feed
- Community events and programs as posted by our members
- One-stop shop for everything Chamber: job postings, member directory, events and news

### Advertise on the portal page for the Chamber, CEO, FloridaWorks and GTEC:

**Featured Chamber Member-** Benefit from this prominent placement by gaining recognition within the business community! Your logo / picture will appear on the front page with a link to send visitors directly to your Web site. This ad will rotate between only five members – ensuring maximum exposure for your business while keeping the homepage dynamic! Size: 150 x 96 pixels

\$3,000 12-month contract / \$400 monthly

**Greater Gainesville Success Story-** Showcase your success to the business community! Your logo will appear next to a teaser, which is linked to the full story advertorial on the Chamber Web site. This ad will also only rotate between five member businesses. Size: 113 x 100 pixels

\$3,500 12-month contract / \$450 monthly

**Advertise on two of our most visited Web pages:**

**Business Directory Banner Ad-** Get noticed first by advertising on one of the most visited pages of the entire site! Opportunity limited to only 5 member businesses. Size: 600 x 125 pixels

\$900 12-month contract / \$500 6-month contract

**Event Calendar Banner Ad-** Have your business noticed every time a Chamber member, member of the community or visitor registers for an event! Opportunity limited to only 5 member businesses. Size: 600 x 125 pixels

\$900 12-month contract / \$500 6-month contract

*Additional web advertising on other pages available upon request!*

**Enhance your online business listing:**

**Basic Enhancement:** Include a 50-word description of your business and choose one additional category!

\$50 annually

**Premium Enhancement:** Have your listing appear at the top of your category page with your company logo, in addition to your business description and two additional categories! Size: 200 x 200 pixels

\$100 annually

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**E-Newsletter Advertising**

Advertise on the most widely distributed business newsletters in Alachua County! This newsletter is sent to over 2,300 Chamber members and their employees. Member businesses depend on this newsletter as their source for critical information impacting their business.

**E-Newsletter Sidebar Ad-** Be noticed with a prominent ad on the side of the newsletter. This ad has shelf-life and is forwarded from decision-maker to decision-maker! Size: 200 x 133 pixels. Limit 4 ads per issue.

\$300 monthly (4 issues)

**E-Newsletter Bottom Ad-** Place your ad in the sweet spot of the newsletter- where all eyes end up. Size: 600 x 200 pixels. Limit 2 ads per issue.

\$300 monthly (4 issues)

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## Advertising Packages (Introductory Pricing)

### Orange Package

Get the greatest bang for your buck with our most valuable advertising package. Have your business advertisement viewed over 324,000 times – offering your business the greatest opportunity for exposure and brand awareness!

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|--|-------------------------------|----------------------------|
| ○ Featured Chamber Member<br><i>e-Journal sidebar ad</i>   | 12 months<br><i>12 months</i> | \$3,500<br><i>Included</i> |
| Or   |                               |                            |
| ○ Gainesville Success Story<br><i>Story on homepage</i>  | <i>12 months</i>              | <i>Included</i>            |
| ○ Banner Advertisement (Choose one)<br><i>About Gainesville Page</i><br><i>Events Directory Page</i><br><i>Business Directory Page</i> | 12 months                     | \$900                      |
| ○ Premium Enhancement  | 12 months                     | \$100                      |
| ○ Member to Member Coupon  | Indefinite                    | \$50 value per month       |

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\$4,600 Total Value  
**\$1,600 Package Price**

### Blue Package

This package is *perfect* for any business beginning a marketing campaign! Your business advertisement is viewed over 102,000 times with this advertising package.

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|--|------------|----------------------|
| ○ Gainesville Success Story  | 6 months   | \$2,700              |
| ○ Banner Advertisement (Choose one)<br><i>About Gainesville Page</i><br><i>Events Directory Page</i><br><i>Business Directory Page</i> | 6 months   | \$500                |
| ○ Premium Enhancement  | 12 months  | \$100                |
| ○ Member to Member Coupon  | Indefinite | \$50 value per month |

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\$3,350 Total Value  
**\$1,150 Package Price**

