



## MAY-DECEMBER 2011 ADVERTISING RATES

The Adirondack Regional Chamber of Commerce (ARCC) is a **1,000-member strong**, not-for-profit organization representing businesses predominantly in New York State's Washington, Warren and Northern Saratoga Counties. It is our Vision to be the voice of business in the region and provide *exceptional value* to our members. One such value is Chamber advertising, available exclusively to Chamber members.

Our electronic newsletters, website and social media sites are part of our effort to communicate efficiently with our members. Our goal is to provide fresh, relevant, up-to-date information from the Chamber and give members ample opportunity to participate, be engaged and develop new business for your company.

### ELECTRONIC NEWSLETTER

Advertisers receive prominent placement in the Chamber's e-newsletter, including a link to their website. In addition, each e-newsletter is posted in the Chamber's social media sites, including Facebook, Twitter and LinkedIn.

*There is a limit of two advertisers per newsletter and space will be reserved on a first-come, first-served basis.*

#### Monthly e-Newsletter

\$100 for 1 month  
\$270 for 3 months

#### Weekly e-Newsletter

\$75 for 1 week  
\$200 for 3 weeks

### ONLINE VIDEO SERIES

For \$250, Advertisers will be included in the Chamber's "**Marcantonio's Member Mania**" video rotation with a prominent presence on the Chamber's homepage for a minimum of seven consecutive days. Advertisers will also receive an archived link on the Chamber's YouTube Channel for as long as they are Chamber members and will have the ability to add the link to their own webpage. Additionally, the link will be posted in the Chamber's electronic newsletter and social media sites, including Facebook, Twitter and LinkedIn. Each episode is approximately 1½-2 minutes in length and will be scripted and produced by ARCC.

### PACKAGE DEALS

Want to be in more than one place? Can't make up your mind? Take advantage of our special package deals.

#### **\$160 "Tell it Like it Is" Package** (\$175 value)

Includes, 1 monthly newsletter + 1 weekly newsletter

#### **\$360 "Pronounce & Proclaim" Package** (\$400 value)

Includes, 1 monthly newsletter + 4 weekly newsletters

#### **\$600 "Shout-it-to-the-Rooftops" Package** (\$750 value)

Includes, 2 monthly newsletters + 4 weekly newsletters + 1 "Marcantonio's Member Mania" online video episode



**AD PLACEMENT REQUEST FORM**

Please direct all questions, comments and inquiries to Donna Smaldone, ARCC Director of Marketing and Communications, [dsmaldone@adirondackchamber.org](mailto:dsmaldone@adirondackchamber.org) , (phone) 518-798-1761, ext. 229 or **(fax) 518-792-4117**.

**AD REQUIREMENTS**

- All ads must be submitted as high-resolution JPEGs (.jpg).
- All ads must be received via email (or mail on disc) at least two weeks prior to advertising date.
- Payment must be received with the ad, at least two weeks prior to advertising date.
- Any cancellation made within 14 days of the advertising date will be charged in full.

Printed Contact Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Twitter: [twitter.com/](https://twitter.com/)\_\_\_\_\_ Facebook: [facebook.com/](https://facebook.com/)\_\_\_\_\_

LinkedIn: [linkedin.com/company/](https://linkedin.com/company/)\_\_\_\_\_

**AD PREFERENCE**

**Monthly Electronic Newsletter** (*space will be reserved on a first-come, first-served basis*)

( ) \$100 for 1 month – for the month of: \_\_\_\_\_

( ) \$270 for 3 months – for the months of: 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**Weekly Electronic Newsletter** (*space will be reserved on a first-come, first-served basis*)

( ) \$75 for 1 week – for the wk beginning Monday: \_\_\_\_\_

( ) \$200 for 3 weeks – for wks beginning Monday: 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**Podcast: “Marcantonio’s Member Mania”**

( ) \$250 (Donna Smaldone will contact you to make arrangement for the video shoot)

**Package Deals** (*space will be reserved on a first-come, first-served basis*)

( ) \$160 “Tell it Like it Is” Package – for the month of: \_\_\_\_\_ + the week of: \_\_\_\_\_

( ) \$360 “Pronounce & Proclaim” Package – for the month of: \_\_\_\_\_ +  
the 3 weeks of: 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

( ) \$600 “Shout-it-to-the-Rooftops” Package – for the 2 months of: 1) \_\_\_\_\_ 2) \_\_\_\_\_ +  
the 4 weeks of: 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_

**PAYMENT PREFERENCE** (*NOTE: full payment is due two weeks prior to advertising date*)

( ) Check (*payable to ARCC*) ( ) VISA (*complete below*) ( ) MasterCard (*complete below*)

Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV2 Code: \_\_\_\_\_

Printed Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing address: ( ) Same as above or: \_\_\_\_\_