

2008 Advertising Rates

Website Banners, 'eConnecting' Newsletter & Online Job board

ECONNECTING ADVERTISING

The electronic newsletter eConnecting is distributed to the Calgary Chamber of Commerce members and subscribers from www.calgarychamber.com every week. Side bar advertisements are placed on the right side of the content and include a link to an URL or an email address. Ads are placed randomly and you will share this space with a maximum of 10 other advertisers. Center ads are placed at the top of the middle column and there is only one of these ads per issue. All advertisers will be exposed to over 3500 Chamber representatives per issue.

PRICING (CENTER AD)

	MEMBERS	FUTURE-MEMBERS
One Week	\$150.00	\$165.00
Image dimensions: 428w x 321h pixels		
File size: > 50 KB		
Format: GIF or JPG format		

PRICING (SIDE BAR AD)

	MEMBERS	FUTURE-MEMBERS
One Week	\$135.00	\$155.25
Four Weeks	\$378.00	\$434.70
12 Weeks	\$891.00	\$1,024.65

Must be consecutive weeks. GST not included.

Image dimensions: 120w x 240h pixels
File size: > 25 KB
Format: GIF or JPG format

(HTML or Flash ads are not available. Double size ads are available.)



The screenshot shows the 'eConnecting' newsletter interface. At the top is the 'Chamber of Commerce' logo and the newsletter title. Below is a navigation bar with links like 'CalgaryChamber.com', 'Become a member', 'Event Calendar', 'Online Business Directory', 'Search', and 'Contact us'. The main content area is divided into three columns: 'Upcoming events' on the left, a large 'Center Ad' in the middle (428w x 321h), and a 'Member advertising' sidebar on the right (120w x 240h). A red box highlights the 'Center Ad' and 'Member advertising' areas.

JOB BOARD (WWW.CALGARYCHAMBER.COM)

Affordable online recruiting for members and future-members. Our flat rate gives you a job posting that can be run for up to 45 days. Available starting May 15, 2008.

Coming Soon

PRICING

	MEMBERS	FUTURE-MEMBERS
Up to 45 days	\$75.00	\$100.00

WEBSITE ADVERTISING (WWW.CALGARYCHAMBER.COM)

Banner ads are rotated randomly throughout the website, including placement on the home page. You will share this space with a maximum of 10 other advertisers on our website which receives approximately 25,000 hits per month (average).

PRICING

	MEMBERS	FUTURE-MEMBERS
Four Week	\$200.00	\$230.00
12 Weeks	\$540.00	\$621.00
26 Weeks	\$1,105.00	\$1,270.75
52 Weeks	\$1,950.00	\$2,242.50

Must be consecutive weeks. GST not included.

Image dimensions: 150w x 60h pixels
Starting May 15, 2008 200w x 60h pixels
Format: GIF (animated opt.) or JPG format

(HTML or Flash ads are not available at this time)



The screenshot shows the homepage of the Calgary Chamber of Commerce website. A red box highlights a 'Button Ad' in the top right corner. The website features a navigation menu, a main content area with a 'LEADING BUSINESS' banner, and a sidebar with 'UPCOMING EVENTS'. A 'Business Directory' search bar is also visible.

COMBINATION E-NEWSLETTER SIDEBAR AD & WEB AD PACKAGE PRICING

	MEMBERS	FUTURE-MEMBERS
Four Week	\$433.50	\$498.53

Best Value

AD DESIGN

	MEMBERS	FUTURE-MEMBERS
Per Ad	\$75.00	\$85.00
Edits to an existing ad	\$20.00	\$25.00

CONTACT

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DEADLINES

All ad materials must be submitted by 10:00 a.m. the Thursday prior to publication.