

GEORGETOWN/SCOTT COUNTY CHAMBER OF COMMERCE

2020 ADVERTISING OPPORTUNITIES



GEORGETOWN/SCOTT COUNTY
CHAMBER OF COMMERCE
A KENTUCKY TREASURE

E-Newsletter

Our biweekly newsletter is sent to approximately 1,000 member's emails every other Friday. The service provides timely information about upcoming events, member news, programs and services.

Frequency: Biweekly

Opportunities:

Square banner ad: \$350/year
Businesses You Should Know featured article: FREE
Member News and Events: FREE

Red Alerts

The Chamber relies heavily on email as a tool to get alerts and updates to its members. Red Alerts provide info on upcoming events, registrations, cancellations etc. The Red Alert sponsor has their logo/name in the signature of all Red Alert emails.

Frequency: At least 2 a month

Opportunities:

One exclusive sponsor: \$500/year

Workshops/Lunch & Learns

The Chamber hosts workshops and lunch & learn based on topics Members are interested in. Sponsors logo/company name is published on all advertising regarding the events and sponsor can attend and do brief introduction.

Frequency: Ongoing

Opportunities:

Title Sponsor: \$1,200/year

Website

The Chamber's website is a great tool to market your business, keep up with events and find business listings along with information on our growing community.

Frequency: Varies

Opportunities:

Rotating square block ad on homepage

1 month rate \$100/month
3 month rate \$75/month
6 month rate \$50/month

Ad graphic changes can be made, max 3 times a year

Ad subject to approval

Required dimensions 300 x 300, jpg or png format

Banner ad on homepage

Quarterly rate \$500

Ad subject to approval

Required dimensions 728 x 90, jpg or png format

Banner ad on Calendar page

Quarterly rate \$750

Ad subject to approval

Required dimensions 728 x 90, jpg or png format

Facebook/ Social Media

The Chamber is very active on FB, and sending us your events, etc to post/share is a great way to reach an additional audience.

Frequency: Ongoing

Opportunities: FREE- email

Kellee@gtown.org for more info or questions

Monthly Luncheons

The 2nd Monday of every month, Chamber Members gather and enjoy lunch while listening to various community leaders and engaging speakers on topics pertinent to Georgetown/Scott County. Luncheon sponsors receive excellent visibility and opportunity to showcase their business to business-oriented individuals. Sponsors for each luncheon will receive two free meals, company name/logo on all luncheon promotional materials, have a designated meet & greet area set up to promote their business to make contacts while having the opportunity to provide promotional materials/items at each place setting, be introduced at the beginning of the luncheon and have two minutes to speak during the luncheon.

Frequency: Monthly

Opportunities: \$200 per month, \$150 if paid before January 31st.

There are additional advertising opportunities in our Georgetown/Scott County Map and Quality of Life magazine, printed every two years. We also have opportunities for our annual Banquet and Golf Tournament which are sent out prior to the events in September and May.