FREDERICTON CHAMBER OF COMMERCE

*— The Voice of Business —*

# ADVERTISING KIT

**www.frederictonchamber.ca**

*"Stronger Community Through Business Prosperity"*

## GET NOTICED ~ SEND YOUR MESSAGE TO THOUSANDS OF CUSTOMERS!

**Do you want your ad to be seen by the business community?**

Do you want to connect to hundreds of potential customers?

Do you want to stand out from your competition?

The Fredericton Chamber of Commerce is here to help you.

## INSIGHT MAGAZINE

Distributed quarterly to 1100 members by mail. Copies of Insight are not only passed around businesses but you'll find copies in many waiting rooms for the general public to view.

Also distributed via the chamber's email list of over 2400 email addresses and current and past issues can be found at fredericktonchamber.ca

| **Distribution Dates** | **Deadline Dates** | **Ad Rates** |
|---|---|---|
| Spring - March 1st | February 1st | Full Page - 8.75"w x 11.25"h - $899 |
| Summer - June 1st | May 1st | Half Page - 6.75"w x 4.5"h - $499 |
| Fall - September 1st | August 1st | Quarter Page - 3.25"w x 4.5"h - $299 |
| Winter - December 1st | November 1st | Banner - 3.25"w x 2.13"h - $199 |
| | | Pre-Printed Insert - (need 1200 copies) $399 |

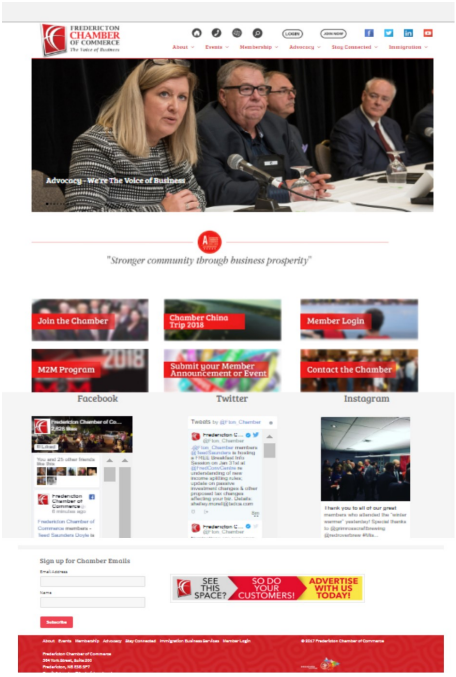
New members pay ½ price for advertising in Insight within the first six months of joining the chamber;
Not-for-profit organizations pay ½ price for advertising in Insight;
Non-members pay an additional 25% for advertising in Insight.

## Member Testimonial

*"Advertising in the Chamber's Insight magazine has enabled Ignite Fredericton to reach the core of the Fredericton business community in terms of promoting our entrepreneurial & population growth services and strategic initiatives. It makes my job much easier being able to tap into the Chamber's large network. Insight definitely has the pulse of what's happening in the business community, so why not leverage it?!"*

Laurie Guthrie, Economic Development & Marketing Specialist, City of Fredericton

## CHAMBER WEBSITE - fredericton chamber.ca



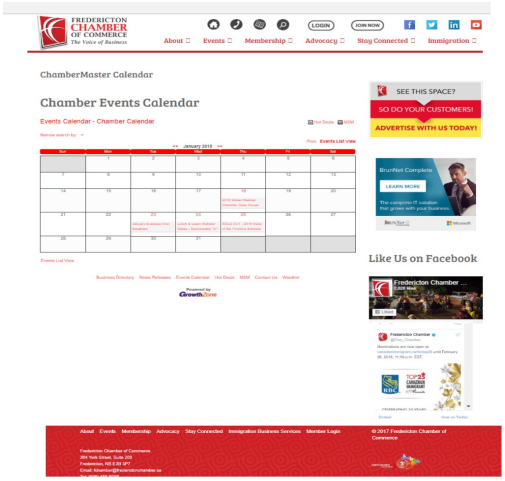

Everything you need to know about the chamber you can find at fredericton chamber.ca

Ads are placed on every page except on the homepage so every time someone visits our site to find the information they need they will see your ad.

**Website Ad: $199 per month**

Non-members pay an additional 25%

Ad Size: 480 pixels high x 280 pixels wide




## Member Testimonial

*We used Chamber website advertising as part of our 'Meetings Matter' campaign launch, as the business community in Fredericton is a key target audience. As part of an overall campaign that also included a Chamber e-blast and other tools, we saw an increase in web traffic during this time. The Chamber website ads helped in driving traffic to our site during the campaign.*

Patricia Donnelly, Meetings Matter, Fredericton Convention Centre

## DEDICATED E-BLASTS

**Need to get your message out to a large audience? We can help.**

We'll create a professional eblast that gets your message in front of the business community and decision makers.

**E-Blast Ad: $499 per e-blast**
Non-member pay an additional 25%

### Member Testimonial

*Fredericton Chamber of Commerce dedicated email blasts are a good way to reach the business community in greater Fredericton. We include this cost-effective tactic in our annual marketing plan to create awareness about our executive and professional development offerings.*

Belinda Elliott-Bielecki, Director, Marketing & Communications
University of New Brunswick, College of Extended Learning

## CHAMBER CONNECTIONS, MEMBERS AROUND TOWN AND EVENT EBLASTS

An economical way to send your message to over 2400 business people.

Stay top-of-mind with our banner and content ads.

**Banner Ad: $75 -** 90 pixels high x 728 pixels wide

**Content Ad: $75 -** 275 pixels high x 564 pixels wide

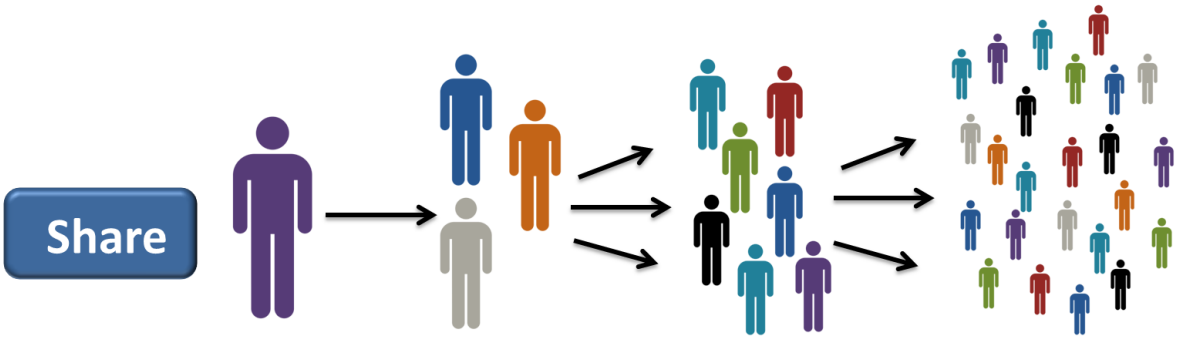
Non-members pay an additional 25%

## Member Testimonial

*We use the Chamber connections emails as it is a quick and effective method to reach out the entire community to show what services we offer and to offer a discount to fellow members. Chamber members can receive a large discount on our products and services and what better way to remind them month after month than Chamber connections. We use the connections ads to keep our company top of mind and to also pass the savings onto our fellow members. Ad pricing is affordable and we can usually pick each month we want a spot.*

*Jeff Spidell,* Agency Manager, Allstate Insurance Company of Canada

## SOCIAL MEDIA




We are happy to promote our members through our social media feeds. We often re-tweet our members messages and share our members posts to help get the word out. Just let us know how we can help.

# Advertising Policy

**Introduction**

The Fredericton Chamber of Commerce advertising policy is intended to provide guidance on the acceptance of advertising and is intended to ensure that all advertising is consistent with the Fredericton Chamber of Commerce views, strategic direction and brand. The policy applies to both paid and complimentary advertising.

The terms “advertising” and “advertisement” refer to the provision of space to promote a product, service or event in the chamber’s publications, email campaigns, website and social media posts.

**Advertising opportunities**

The Fredericton Chamber of Commerce can accept a variety of paid advertisements including but not limited to product, service or event announcements, personnel announcements, business-related products or services. These types of advertisements may be disseminated through the chamber’s website, magazine, eblasts or through social media feeds.

The Fredericton Chamber of Commerce may choose to offer members or event sponsors complimentary advertising opportunities. The chamber may also choose to offer government departments and/or charitable organizations complimentary advertising opportunities to promote public awareness campaigns that are of interest to the business community or if the chamber is partnering on a initiative or event.

**Eligibility and review process**

The Fredericton Chamber of Commerce has the final approval for all advertisements prior to the distribution or publication and reserves, at its discretion, the right to unilaterally omit or cancel, prior to the distribution or publication, those that violate the advertising standards outlined in this policy. The Fredericton Chamber of Commerce may propose modifications to the advertiser that would make the ad acceptable or within the the chamber’s guidelines. In the event the chamber cancels and ad because it violates the advertising standards, a full or partial refund may be granted.

The chamber reserves the right to refuse any advertisement that is deemed incompatible with its values or brand. Advertisements that are deemed to be deceptive, offensive and fraudulent or those in conflict with the Canadian CASL laws will be refused.

In no event shall the Fredericton Chamber's acceptance of any advertisement be considered an endorsement of the product or service advertised or for the company that manufactures, distributes or promotes such a product or service.

## Advertising Agreement

Please complete, sign and return to the Fredericton Chamber of Commerce by scanning and emailing to fchamber@frederictonchamber.ca.

Company name: _____

Contact: _____ Email: _____

Telephone: _____

**Type of Advertising Purchased:**

| Insight Magazine | Eblast | Website |
|---|---|---|
| __ Full Page | __ Connections Banner Ad | __ Website Banner Ad |
| __ Half Page | __ Connections Content Ad | __ Website Content Ad |
| __ Quarter Page | __ Members Around Town Banner Ad | _____ Month |
| __ Business Card | __ Members Around Town Content Ad | |
| __ Pre-Printed Insert | __ Event Eblast Banner Ad | |
| Which issue: _____ | __ Dedicated Eblast | |
| | _____ Send Date | |

Advertising Package

__ Promote your business __ Get your message out now __ Promote my products & services

This agreement may be terminated, in writing, by either party up to one week prior to the date on which the advertisement was to run. A terminated agreement by the advertiser may be subject to a cancellation fee. The Fredericton Chamber of Commerce may cancel ads it deems as unacceptable at any time.

I agree to the above terms and conditions. Signed: _____

Dated: _____

## Contact Us

If you would like to schedule a meeting to discuss advertising options or if you have any questions please feel free to contact Wendy Morrell, Operations and Communications Manager at fchamber@fredericton chamber.ca or call (506) 458-8006.

**NOTES:**

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