



ADVERTISING & MARKETING OPPORTUNITIES

The **Kelowna Chamber of Commerce** is dedicated to promoting the economic growth of its members. We have streamlined communications to our members via electronic media and a user-friendly website to offer members various electronic and online advertising opportunities to promote their businesses.

The website offers: www.kelownachamber.org

- Access to monthly New Member list (includes contact info)
- Member to Member deals (posted by members for members)
- Online Business Directory (enhanced listings and web links available)
- Member Profile posted online each month (drawn at Business After Hours)
- New Member Spotlight posted online each month (drawn from new member list)
- The monthly e-FLASH newsletter posted online (featuring member ad inserts)

ELECTRONIC NEWSLETTER

e-FLASH Newsletter - Advertising is available in our monthly **electronic FLASH newsletter** that is emailed to approximately 1,650 members and also appears on the Chamber website www.kelownachamber.org - click on **Communications > Newsletter Articles**. The readership of the e-FLASH is significantly higher than the distribution and further enhanced by its online accessibility.

Advertising in FLASH consists of two components: 1) an Advertising Insert (electronic flyer or brochure) and 2) a clickable Ad Block. Readers simply click on your ad block in the newsletter and are automatically linked to your online ad.

- Ad Block Dimensions:** 125 pixels wide x 155 pixels high at 72 pixels per inch resolution – file supplied in JPEG format.
- Ad Insert Specs:** Supplied as PDF file – please keep well under 1 MB in size (preferably 500 kb or less).

Rate: \$375 + GST per insertion *

ONLINE BUSINESS DIRECTORY

Business Directory Listing - A listing in the Chamber's online Business Directory at www.kelownachamber.org (click on **Business Directory > Search**) is free to members. All member businesses are listed according to their sector and sub-sector. This allows anyone searching the web site to search the directory for the information they may require.

Listing Updates - Members are reminded to check their online listings on the Chamber website to see if any information requires updating or correcting. It is important to keep your member listing current so that visitors to the Directory can always find you! Please take time to update your listing as soon as information changes or let us know and we will make the updates for you. Instructions are available at www.kelownachamber.org – Click on **Members Only > Online Update**.

- Enhanced Business Listing** - Members can make their listings even more distinctive with some eye-catching enhancements: includes a web link (with a reciprocal link back to Chamber website) and a 50-word descriptive of your business plus a logo or photo.

Rate: \$100 + GST per year (pro-rated to membership renewal date) *

- Weblink** - Members can have their website listed and linked in the Directory for an annual fee.

Rate: \$40 + GST per year (pro-rated to membership renewal date) *

- Additional Category** – Members can add an additional category for an annual fee.

Rate: \$40 + GST per year (pro-rated to membership renewal date) *

- Priority Listing** - To bring your company directory listing to the top of the category you can purchase a priority listing for an annual fee. (Only one priority listing available per category.)

Rate: \$275 + GST per year (pro-rated to membership renewal date) *

MEMBER-TO-MEMBER DEALS

Member-to-Member Deals are offered by Chamber businesses to Chamber businesses in the **Members Only** section on our website. This marketing option is free to all members!

- Post a Deal** – Members post deals on their own via the **Member Log-in** option. Instructions are available at www.kelownachamber.org – Click on **Members Only > Online Update**.
- We Post It for You** – Email the Deal (include title, description and expiry date) and we will post it for you. Please call **Marilyn Johnson** at 469-7351 or email marilyn@kelownachamber.org.

The Chamber provides a range of options to accomplish your marketing goals.

Please contact the Kelowna Chamber of Commerce to obtain current pricing and other details about advertising opportunities to help market your business.

Carolyn Martin, Membership Development Director:

(250) 469-7353 or carolyn@kelownachamber.org

** Note: All advertising rates are subject to change without notice. Please confirm prices with the Chamber.*