

# PLEASANTON CHAMBER OF COMMERCE 2024 MARKETING OPPORTUNITIES

## PRINT NEWSLETTER

The **Business Connection** newsletter is a bi-monthly publication inserted into the *Pleasanton Weekly* on the first Friday of the odd-numbered months. With a reach of 10,000 residences and businesses and a readership of 25,000, the Business Connection features spotlights on members, a column by the board chair, membership anniversaries, ribbon cuttings and more.



Pleasanton Chamber of Commerce | Business Connection

Quarter  
Page Ad

Eighth  
Page Ad

Half Page Ad

**Print Newsletter Ad  
Price Per Issue**

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Half Page = \$375  
Quarter Page = \$220  
Eighth Page = \$125

Five print newsletters  
scheduled for 2024

## ELECTRONIC NEWSLETTER

The **E-Business Connection** is an electronic newsletter sent to the entire membership on the first Tuesday of the even-numbered months. With a reach of 1,100 in the business community, it features a word from the CEO, spotlights on members, ribbon cuttings, new members and more.



Regular  
Size Ad

Regular  
Size Ad

Regular  
Size Ad

Horizontal  
Size  
Ad

Electronic Newsletter Ad  
Price Per Issue

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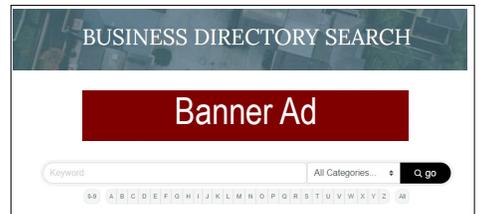
Regular Size = \$45  
Horizontal Size = \$65

Six electronic newsletters  
scheduled for 2024

## WEBSITE

The Chamber's website **pleasanton.org** averages more than 30,000 views per month, including 6,800 views on average for the Business Directory and 4,500 views for the Events Calendar. Our website includes information on membership benefits, marketing, business advocacy, events, programs, the Chamber and all about Pleasanton.

[WWW.PLEASANTON.ORG](http://WWW.PLEASANTON.ORG)



Banner Ad

See reverse side  
for banner ad location  
options and pricing

## MARKETING PACKAGES

Lowest pricing options for our newsletters

Gold Package

5 Quarter Page Print Ads  
6 Regular Electronic Ads  
OR  
3 Half Page Print Ads  
6 Regular Electronic Ads

\$995 (regular price \$1,395)

Silver Package

2 Quarter Page Print Ads  
6 Regular Electronic Ads  
OR  
2 Quarter Page Print Ads  
3 Horizontal Electronic Ads

\$595 (regular price \$805)

Frequency, flexibility and visibility

# PLEASANTON CHAMBER OF COMMERCE

# 2024 MARKETING OPPORTUNITIES

## PRINT NEWSLETTER



### Business Connection Print Newsletter Due Dates

- Issue March 1: ad due February 2
- Issue May 3: ad due April 5
- Issue July 5: ad due June 7
- Issue September 6: ad due August 9
- Issue November 1: ad due October 4

### Ad Sizes & Dimensions (in inches width x height)

- Half Page: 10 x 6.375
- Quarter Page: 4.9375 x 6.375
- Eighth Page: 4.9375 x 3.125

Submit ad to [events@pleasanton.org](mailto:events@pleasanton.org) as high-resolution, print-ready PDF

## ELECTRONIC NEWSLETTER



### E-Business Connection Electronic Newsletter Due Dates

- Issue February 6: ad due February 2
- Issue April 2: ad due March 29
- Issue June 4: ad due May 31
- Issue August 6: ad due August 2
- Issue October 1: ad due September 27
- Issue December 3: ad due Nov 22

### Ad Sizes & Dimensions (in inches width x height)

- Regular Size Ad = 4.167 x 3.824
- Horizontal Size Ad = 11.472 x 4.167

Submit ad to [events@pleasanton.org](mailto:events@pleasanton.org) as JPG or GIF and provide URL link

## WEBSITE

[WWW.PLEASANTON.ORG](http://WWW.PLEASANTON.ORG)



### Website Banner Ad Locations

1. Business Directory
2. Events Calendar

### Banner Ad Size

The banner ad is 728 x 90 pixels OR 7.5833" x 0.9375" OR 7 <sup>37</sup>/<sub>64</sub>" x 15/16" and should be sent as a JPG or GIF.

### Link

Your ad can be hyperlinked to any website. The default link is to your member page of our business directory.

### Duration

The longer the duration selected, the lower the price and the higher the priority on the views/scroll for pages with multiple ads.

### Timing

Banner ads should be submitted along with the URL link two business days prior to the beginning of your scheduled advertising window. Timelines and locations of your banner ad are flexible throughout the year.

## Website Banner Ad Pricing

### Business Directory Page

(average of 6,800 views/month)

- 1 month = \$200
- 3 months = \$375 (\$125/month)
- 6 months = \$450 (\$75/month)
- 12 months = \$600 (\$50/month)

### Events Calendar Page

(average of 4,500 views/month)

- 1 month = \$100
- 3 months = \$225 (\$75/month)
- 6 months = \$360 (\$60/month)
- 12 months = \$540 (\$45/month)

