

PLEASANTON CHAMBER OF COMMERCE 2026 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**

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

Six print newsletters
scheduled for 2026

ELECTRONIC NEWSLETTER

The **E-Business Connection** is an electronic newsletter sent on the first Friday of the even-numbered months to 1,200 chamber members and over 5,000 social media subscribers, it features updates from the CEO and board Chair, articles contributed by chamber members offering insights on business improvement, ribbon cuttings, new members, and more.



Regular
Size Ad

Regular
Size Ad

Regular
Size Ad

Horizontal Size
Ad

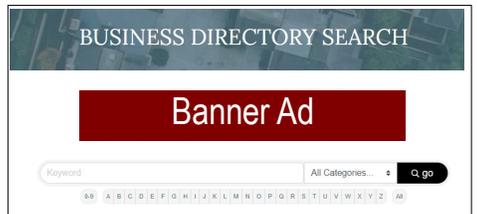
**Electronic Newsletter Ad
Price Per Issue**

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

Five electronic newsletters
scheduled for 2026

WEBSITE

The Chamber's website **pleasanton.org** averages more than 45,000 views per month, including 10,000 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.



Banner Ad

See reverse side
for banner ad location
options and pricing

MARKETING PACKAGES

Lowest pricing options for our newsletters

<p style="text-align: center;">Gold Package</p> <p style="text-align: center;">6 Quarter Page Print Ads 6 Regular Electronic Ads OR 3 Half Page Print Ads 6 Regular Electronic Ads</p> <p style="text-align: center;">\$995 (regular price \$1,395)</p>	<p style="text-align: center;">Silver Package</p> <p style="text-align: center;">2 Quarter Page Print Ads 6 Regular Electronic Ads OR 2 Quarter Page Print Ads 3 Horizontal Electronic Ads</p> <p style="text-align: center;">\$595 (regular price \$805)</p>
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Frequency, flexibility and visibility

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PRINT NEWSLETTER



Business Connection Print Newsletter Due Dates

Issue January 23: ad due December 19
 Issue March 6: ad due February 9
 Issue May 1: ad due April 6
 Issue July 4: ad due June 9
 Issue September 4: ad due August 10
 Issue November 6: ad due October 12

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 tara@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 3: ad due March 30
 Issue June 5: ad due June 1
 Issue August 3: ad due July 27
 Issue October 2: ad due September 28
 Issue December 4: ad due Nov 30

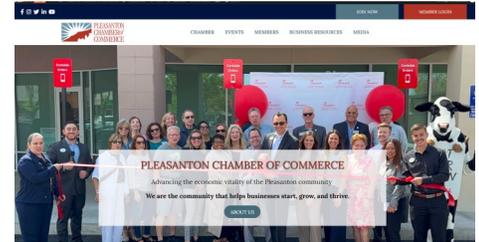
Ad Sizes & Dimensions (in inches width x height)

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

Submit ad to tara@pleasanton.org as
 JPG or GIF and provide URL link

WEBSITE

WWW.PLEASANTON.ORG



Website Banner Ad Locations

1. Business Directory Search
(and business category page)
2. Events Calendar

Banner Ad Size

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

Link

Your ad can be hyperlinked to your
 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 loca-
 tions of your banner ad are flexible
 throughout the year.

Website Banner Ad Pricing

Business Directory Search

(average of 10,000 views/month)

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

*Includes Banner Ad on your Business
 Category page.*

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)

