



CVBA NEWSLETTER PUBLISHED BI-MONTHLY

2,000+
INDIVIDUALS / EDITION

800+
BUSINESSES / EDITION

1,700+
CONTACTS RECEIVE DIGITALLY

4,500
PRINTED COPIES / YEAR

NEWSLETTER EDITIONS:
JAN/FEB, MAR/APR, MAY/JUNE, JULY/AUG, SEPT/OCT, NOV/DEC

CVBA NEWSLETTER ADS AVAILABLE

HALF PAGE AD

\$300 each or 3 for \$850. Size: 7" w x 4" h

BLOCK AD

\$200 each or 3 for \$550. Size: 7" w x 2" h or 3.5" w x 4" h

BIZ CARD AD

\$100 each or 3 for \$275. Size: 3.5" w x 2" h

Submit all ads by the 10th of the month before publication date.

FLYER INSERTS 8.5"x11"

Businesses: \$250/insert and provide 800 copies

Nonprofits: \$150/insert & provide 800 copies. Two free inserts/edition. Limit one free insert per year per organization.

*Digital insert files must be submitted by the 10th of the month prior to publication date. 800 copies due by 20th of month before publication date.

Reserve early, space is limited. All ads linked to advertiser website in digital edition.



LARK KENNEDY



717 - 264 - 7101 EXT. 206



LKENNEDY@CHAMBERSBURG.ORG



PAST ADVERTISERS



CVBA DIGITAL ADVERTISING

BAILEY CASSADA | BCASSADA@CHAMBERSBURG.ORG | 717-264-7101 EXT. 201

STANDARD E-BLAST \$150/EACH

NONPROFIT RATE \$100/EACH

- Promote an event or program digitally to CVBA membership
- Increase business exposure and reach 1,700+ contacts
- 24% avg. open rate (industry average 10%)
- Sent daily Tuesdays, Thursdays and Fridays; Reserve early, limited space available
- Content must be under 200 words and less than 4 images including logos
- Any ad size available, 8.5"x11" preferred; Ad and URL due 3 business days prior to date for review.
- 5% discount offered for five or more eblasts reserved and paid in full at time of reservation

PREMIER E-BLAST \$200/EACH

NONPROFIT RATE \$150/EACH

- Same parameters as listed for the standard eblast but may contain more than 200 words and 4+ images including logos.

E-NEWS AD \$45/EACH

BUY 4 ADS FOR \$150

- Gain exposure through the CVBA's Weekly E-news, sent each Monday
- Reach 1,700+ individuals and 800+ businesses
- Ad size is 800 x 200 pixels and due by 5pm the Thursday before delivery date
- Ads must be secured at least one week prior to delivery date

WEBSITE ADVERTISING \$25 - \$99/MO.

ADVERTISE ON OUR HIGH-TRAFFIC, MOBILE RESPONSIVE WEBSITE AT CVBALLIANCE.ORG AND CHAMBERSBURG.ORG WEBSITES REACH 15,000 PAGEVIEWS/MO. AND UP TO 200,000 AD IMPRESSIONS/YR.

Gold Level - \$99/mo. Includes banner ads (728x90 pixels) on all available pages including business category, business directory search; plus Enhanced benefits

Enhanced Level—\$25/mo. Includes priority placement in Business Directory Listing and upgraded category features such as logo, map, photos, description, etc.



PLEASE NOTE ALL ADVERTISING IS SUBJECT TO THE CVBA ADVERTISING GUIDELINES.