

**Prince William Chamber of Commerce
Advertising Opportunities**

Revised 2/14/2011

Prince William Chamber advertising offers direct access to key business decision-makers-- the owners and top representatives of the nearly 2,000 Chamber member companies, community leaders and area consumers. Chamber electronic member publications enjoy a higher-than-average "open rate" and are sent to a list of more than 4,000 contacts. Advertising in Chamber mailings and the *Spotlight: Prince William* directory highlights your business in these reference pieces with a long shelf life. Placing an ad on the Chamber website reaches businesses seeking resources, consumers seeking community and shopping information and thought leaders seeking updates on local businesses and trends. Shown below is the value of Chamber advertising products along with member-exclusive pricing, providing members with significant savings over market rates!

		Value/Wk	Value/Mo	Value/Qtr	Price/Wk	Price/Mo	Price/Qtr
E-Communication - With Members							
E-Planner	Banner Ad	\$488	\$1,853		\$125	\$475	
	Primary Sidebar	\$293	\$1,073		\$75	\$275	
	Secondary Sidebar	\$195	\$683		\$50	\$175	
	Tertiary Sidebar	\$195	\$683		\$50	\$175	
	Text Block Ad	\$488	\$1,853		\$125	\$475	
		\$0	\$0				
E-News	Banner Ad	\$0	\$488			\$125	
	Primary Sidebar	\$0	\$293			\$75	
	Secondary Sidebar	\$0	\$195			\$50	
	Tertiary Sidebar	\$0	\$195			\$50	
	Text Block Ad	\$0	\$488			\$125	
		\$0	\$0				
E-Bursts	Banner Ad	\$488	\$1,853		\$125	\$475	
	Primary Sidebar	\$293	\$1,073		\$75	\$275	
	Secondary Sidebar	\$195	\$683		\$50	\$175	
	Tertiary Sidebar	\$195	\$683		\$50	\$175	
	Text Block Ad	\$488	\$1,853		\$125	\$475	
Print Opportunities - To Members							
Chamber Pak Insert (15)		\$722			\$185		
Copying Service					\$200/BW	\$400/Color	
Calendar	1/2 Page	\$1,950			\$500		
	Full	\$2,925			\$750		
Website - For Members and the Public							
	Mo. Visits						
Home	3600	\$1,250	\$4,500	\$12,000	\$250	\$900	\$2,400
Calendar	1159	\$293	\$975	\$2,730	\$75	\$250	\$700
The Chamber	649	\$195	\$683	\$1,755	\$50	\$175	\$450
Members	437	\$195	\$683	\$1,755	\$50	\$175	\$450
News	313	\$137	\$488	\$1,755	\$35	\$125	\$450
Committees	304	\$137	\$488	\$1,755	\$35	\$125	\$450
PW	289	\$78	\$312	\$1,755	\$20	\$80	\$450
Resources	243	\$78	\$312	\$780	\$20	\$80	\$200
Staff	238	\$78	\$312	\$780	\$20	\$80	\$200