



The Greater Bloomington
Chamber of Commerce

Marketing & Advertising Opportunities

The Greater Bloomington Chamber of Commerce provides invaluable marketing and advertising opportunities to its members, a significant benefit for businesses looking to enhance their visibility and reach in the local market. By offering the option to download and display a member badge on their websites, businesses can leverage the Chamber's reputable brand to build trust and recognition. Additionally, the member news blog and the 'Membership Matters' newsletter present platforms for businesses to share their news, achievements, and promotions, effectively reaching a wider audience within the community. The Member-to-Member promotional program encourages intra-chamber business, further fostering a supportive business network. Moreover, sponsoring Chamber events offers a unique opportunity for businesses to gain exposure and associate their brand with influential community gatherings. These marketing avenues provided by the Chamber are vital for businesses aiming to establish a strong local presence and grow their customer base.

You can also take advantage of more marketing opportunities such as:

Membership Matters

Member to Member Promotional Program

Webpage Ads

Social Media Ads

Newsletter Banner Ads

Open House Promotional Packages

Video Opportunities

Connect Bloomington

Sponsorship

**Scan the QR Code to learn
more or visit
[ChamberBloomington.org/
Marketing](http://ChamberBloomington.org/Marketing)**



**Leverage the power of
marketing with The
Greater Bloomington
Chamber of
Commerce**

*Take advantage of these exclusive
Chamber advertising opportunity!*

We hope you will take a moment to open, review and take advantage of any offers sent to you by fellow Chamber members. Doing so helps to ensure our community businesses thrive.

For more information, contact the
Chamber's Director of
Communications & Events, Kaytee
Lorentzen:
812.336.6381
klorentzen@chamberbloomington.org



The Greater Bloomington Chamber of Commerce

Marketing & Advertising Opportunities



Share Your News Through the Chamber's Blog and Newsletter

Membership Matters is the Chamber's bi-monthly newsletter, delivered on the 1st and 15th of each month (or the next business day if those dates fall on a weekend or holiday). It's one of the Chamber's most widely read publications, featuring member-submitted updates such as press releases, event announcements, awards, service changes, job postings, and more. These submissions are included on the Chamber's website on the Member News Blog.

Why participate?

- High visibility in a trusted Chamber publication
- Highlight your achievements, services, or upcoming events
- Drive traffic to your website or content
- Build awareness among Chamber members and the broader community

Scan the QR
Code to
submit news



Included in your Chamber member benefits—no additional cost!

How it works

- Member-submitted news is first published on the [Member News Blog](#) on the Chamber website.
- It is then featured as a clickable headline in the next edition of Membership Matters, linking readers directly to your full article.

Submission guidelines

- Send your news via email to info@chamberbloomington.org, klorentzen@chamberbloomington.org, or through the [Member News Submission Form \(https://forms.gle/18P98BVGQKCqb2H7A\)](#).
- **Submit by the 10th or 26th of each month** for inclusion in the next newsletter.
- Event submissions appear in Membership Matters only once—add them to the Community Calendar in your Member Portal for ongoing visibility.
- Content must be professional and business-related.
- Submitting news to be featured in our newsletter is a member benefit and these can be in the form of press releases, announcements, flyers, etc.
- Event submissions will only appear in Membership Matters once. Please consider adding it to our community calendar in your Member Portal. Direct solicitations for sponsorships, paid advertising, or political endorsements will not be included in any publication.

By sharing your updates in Membership Matters, you'll leverage one of the Chamber's most effective platforms to amplify your message, connect with key stakeholders, and strengthen your presence in the local business community.

For more information, contact the
Chamber's Director of Communications &
Events, Kaytee Lorentzen:

812.336.6381
klorentzen@chamberbloomington.org

Learn more at:
ChamberBloomington.org/Marketing



Member to Member Promotional Program

A special advertising opportunity for members of
The Greater Bloomington Chamber of Commerce

Direct Access to Chamber Members—No Email List Required

Promote your event, special offer, service, or announcement directly to the inboxes of Chamber member contacts—without needing the member email list. The Chamber sends your professionally branded message to our full distribution list on your behalf, ensuring a trusted, CAN-SPAM-compliant delivery.

Why It Works

- Reach 880+ Chamber member businesses and their employees
- Promote time-sensitive content with maximum visibility
- Avoid list-sharing concerns while maintaining compliance
- Flexible scheduling with discounted bulk options

Guidelines

- You can either supply the basic copy, specifics, and any .jpeg/.png images to use, or we will help create an entire email promotion that reproduces unacceptable quality
- Cost is per email release, including copies of the same promotion. **Payment is required prior to release**
- You will have the opportunity to make edits to the final design
- While we appreciate our members offering some exclusive saving for their fellow Chamber members, it is not a requirement of the program
- If appropriate, disclaimers are needed (expiration date, purchase price, legality, etc.), please include that information. The Chamber will not be responsible for content not provided once the ad is approved
- Please allow five (5) working days to design and edit prior to the actual email release. Plan accordingly if your promotion is time-sensitive
- Each email will include a reference to the Chamber's Member-to-Member email marketing program
- Member-to-Member emails purchased in advance or in a package will be available to use for up to 1 year (12 months from time of purchase)
- The Chamber does not provide a list of Chamber member email address per the CAN-SPAM act
- Direct solicitations for sponsorships, paid advertising, or political endorsements will not be included in any publication

One Time Email - \$400

Five Email Bundle - \$1,600

Guidelines for images: Images should be no larger than 5MB and in .jpg or .png format. Any image of larger size will be compressed, potentially losing image quality. Our program does not support image maps, multi-image logos or flash. Please contact a Chamber staff member with questions.

Leverage the power of marketing with The Greater Bloomington Chamber of Commerce

Take advantage of this exclusive Chamber advertising opportunity!

You can utilize the Member-to-Member email submission on our website to help you create your email at:

chamberbloomington.org/marketing or
<https://form.jotform.com/243036008926151>



Member-to-Member emails promote your business and/or services. While we can promote events, we ask that no sponsorship solicitation be included in your promotion. Direct solicitations for sponsorships, paid advertising, or political endorsements will not be included in any publication. The Chamber reserves the right to disallow any promotion if the content does not meet with the intent of the Member-to-Member promotional program.



The Greater Bloomington Chamber of Commerce

Marketing & Advertising Opportunities Webpage Advertising

Year-Round Visibility on the Chamber Website

Promote your business on one of the Chamber's webpages. With 13,857 views from 9,313 active users in the past 12 months, this page consistently attracts engaged visitors seeking updates, resources, and community connections.

Choose from a one-month placement for short-term campaigns or a full-year spot for ongoing visibility.

Graphics must be provided by the advertiser to size and format with corresponding links. **Posts must promote your business, service, or product. No political content or solicitation for sponsorships permitted.**

Analytics for ChamberBloomington.org

Based on trending 12-month average

Total Visitors	Unique Visitors	Page Views
77,747	6,479	13,026

Specifications

- Please submit all ads electronically to **klorentzen@chamberbloomington.org** with corresponding link for the ad
 - All ads must be submitted at least 1 week in advance of proposed posting (please specify your top 2 months your requesting for posting)
- Ads must be in RGB color in JPG format at **72** or **96** PPI (pixels per inch) at the sizes indicated

Webpage Leaderboard Ad



970x90 px

The Business Directory pages can have up to three (3) Leaderboard Ads at any given time.

Webpage Leaderboard Ad

- \$250 for placement on all Business Directory pages for one (1) month
- \$2,500 for placement on all Business Directory pages for one (1) year

Webpage Medium Rectangle Ad



300x250px

The Business Directory category or subcategory pages can have up to three (3) Medium Rectangle Ads at any given time.

Webpage Medium Rectangle Ad

- \$150 for placement on a single Business Directory category or subcategory page for one (1) month
- \$1,500 for placement on a single Business Directory category or subcategory page for one (1) year

Webpage Square Ad



350x350 px

The Member News Blog can have up to three (3) Webpage Square Ads at any given time.

Webpage Square Ad

- \$250 for placement on Member News Blog page for one (1) month
- \$2,500 for placement on Member News Blog page for one (1) year



The Greater Bloomington Chamber of Commerce

Marketing & Advertising Opportunities Social Media Ads

Promote Your Business to the Chamber's Digital Audience

Get your message in front of an engaged and expanding audience with a dedicated post from the Chamber's social media platforms. With 8,820 followers across Facebook, LinkedIn, and Instagram—and a total reach of 350,000+ in 2025—our channels offer unmatched visibility in the local market.

Each ad includes one dedicated post on all Chamber platforms, featuring your graphic and caption, to maximize your exposure and impact.



Social Media Ad

- \$250 for 1 post on all platforms
- \$1,000 for 5 separate posts (same calendar year)
- Ad graphic & caption must be provided by the advertiser
- Posts will be included on the following Chamber platforms: Facebook, Instagram, LinkedIn, and Threads

Posts must promote your business, service, or product. No political content or solicitation for sponsorships permitted.

Why advertise here?

- Reach thousands of business professionals and community members
- Leverage the Chamber's reputation and trusted following
- Affordable, targeted brand exposure
- Great for promoting events, launches, or special offers

How to Participate:

Contact Director of Communications & Events, Kaytee Lorentzen, at klorentzen@chamberbloomington.org for more details.

Specifications

- Please submit all ads electronically to klorentzen@chamberbloomington.org with corresponding caption (with links) for the ad
 - All ads will have "This is a paid advertisement from a Greater Bloomington Chamber of Commerce member." at the end of each caption
 - All ads must be submitted at least 1 week in advance of proposed posting (please specify your top 2 dates your requesting for posting)
- Ads must be in RGB color in JPG format at **72** or **96** PPI (pixels per inch) at the sizes indicated



The Greater Bloomington Chamber of Commerce

Marketing & Advertising Opportunities Newsletter Banner Ads

Targeted visibility in high-engagement Chamber newsletters

Banner ads give your business direct access to a highly engaged audience of Chamber members and professionals. With over 4,000 subscribers and a 38% average open rate, our newsletters are a trusted source for Chamber and community updates.

720px x 85px

Standard Banner Ad

\$200 for one (1) newsletter one (1) time
\$600 for all four (4) newsletters (1) time

720px x 240px

Premium Banner Ad

\$400 for one (1) newsletter one (1) time
\$1,200 for all four (4) newsletters (1) time

Banner ads can be added to one (1) of our recurring newsletters:

- Membership Matters (runs 2x/month)
- Advocacy Matters (runs 1x/month)
- Bloomington Women in Leadership (runs 1x/month)
- Young Professionals Bloomington (runs 1x/month)

Analytics for Newsletters

Based on trending 12-month average

Total Contacts	Open Rate	Click Rate
4,282	36%	2%

Ads are placed in the body of the newsletter and clearly labeled as a member advertisement. Graphics must be provided by the advertiser to size and format. **Posts must promote your business, service, or product. No political content or solicitation for sponsorships permitted.**

Why advertise here?

- Direct, trusted access to engaged Chamber members
- Ideal for promoting events, campaigns, or services
- High open and click-through rates
- Flexible, cost-effective pricing

How to Participate:

Contact Director of Communications & Events, Kaytee Lorentzen, at klorentzen@chamberbloomington.org for more details.

Specifications

- Please submit all ads electronically to klorentzen@chamberbloomington.org with corresponding link for the ad, and which newsletters you would like them to be in
 - All ads must be submitted at least 1 week in advance of proposed newsletter (please specify your top 2 dates your requesting for posting)
- Ads must be in RGB color in JPG format at **72** or **96** PPI (pixels per inch) at the sizes indicated



The Greater Bloomington Chamber of Commerce

Marketing & Advertising Opportunities Open House Promotional Package

Promote Your Event. Celebrate Your Way.

Planning a business celebration, customer appreciation event, or anniversary that doesn't meet ribbon cutting qualifications? The Open House Promotional Package gives you a powerful way to engage the community, drive traffic to your space, and highlight your business—on your terms.

This package is ideal for members who want flexibility with added visibility through Chamber promotion and support.

What's Included

- Featured listing on the Chamber Community Calendar
- Three (3) social media posts using your provided graphic
- One (1) dedicated event email using your provided details, logo, and images
- Custom social media graphic (if needed) created by the Chamber
- Chamber Membership Committee invited to attend (as available)
- Photo opportunity with Chamber social sharing and recap
- Consultation with Chamber staff on timing and event structure

Popular Uses Include:

- Business anniversaries under 25 years
- Customer or employee appreciation events
- Grand openings that fall outside ribbon cutting guidelines
- New product/service launches
- Fundraisers or special community-facing campaigns
- Rebrands or leadership transitions

Optional Add-On

- +\$200 for a professionally produced Instagram Reel by Chamber staff

Why Choose the Open House Promotional Package?

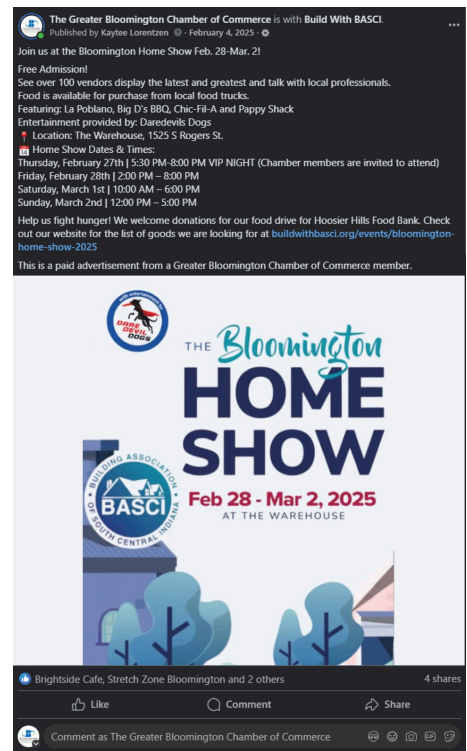
- Tailored to fit your unique celebration or campaign
- Drives visibility across multiple Chamber platforms
- Gives your event added energy, credibility, and reach
- Flexible enough to pair with in-house programming or partner events

Requirements

- Submit all materials (event logo, date/time/location, social media graphic & photos) at least 30 days before the event

To get started:

Contact Kaytee Lorentzen at klorentzen@chamberbloomington.org to reserve your promotional package.



Package - \$500
Optional Add-On - \$200



The Greater Bloomington Chamber of Commerce

Marketing & Advertising Opportunities Video Opportunities

Chamber Insider Updates | Be seen alongside the Chamber's most trusted voice

The Chamber Insider video series delivers brief, timely updates from the Chamber President & CEO and senior staff—featuring member highlights, business resources, and upcoming initiatives.

As a sponsor, your business is featured at the beginning of one video, with your ad displayed on-screen. These videos are shared widely—appearing on the Chamber's website, social media channels, and in email newsletters—ensuring your brand reaches an engaged and influential audience.

Why sponsor?

- Align with one of the Chamber's most trusted communication tools
- Gain multi-platform exposure through email, social media, and the website
- Reach a broad audience of members, partners, and community leaders
- Ideal for sponsors seeking consistent, high-credibility visibility

Additional video sponsorships are available with select events—see the Annual Meeting and Women Excel Bloomington events for more details.

Elite Sponsor

- Verbal and visual recognition on video
- Up to 60-second sponsor pitch during the video
- Written sponsor recognition on social media and website
- Sponsor featured in electronic communications of video
- Exclusive sponsorship of six (6) Chamber Insider videos

Premier Sponsor

- Verbal and visual recognition on video
- Up to 45-second sponsor pitch
- Written recognition on social media and website
- Sponsor featured in communications
- Exclusive sponsorship of three (3) videos

Partner Sponsor

- Verbal and visual recognition on video
- Up to 30-second sponsor pitch
- Written recognition on social media and website
- Sponsor featured in communications
- Exclusive sponsorship of one (1) video



For more information, contact the
Chamber's Director of
Communications & Events, Kaytee
Lorentzen:
812.336.6381
klorentzen@chamberbloomington.org

Learn more at:
[ChamberBloomington.org/
Marketing](https://ChamberBloomington.org/Marketing)



The Greater Bloomington
Chamber of Commerce

Marketing & Advertising Opportunities

Connect BLOOMINGTON

Community Guide & Business Directory

Connect Bloomington is the Chamber's award-winning annual publication, combining a high-quality community guide with a complete Chamber business directory. Only Chamber members are featured in this publication, which is widely distributed throughout the Greater Bloomington area and used year-round by residents, visitors, and fellow businesses.

Advertising in Connect Bloomington positions your business as a credible, trusted part of the local economy. With both print and digital exposure, it's a powerful way to enhance your visibility, attract new customers, and reinforce your presence in the business community.

Advertising Benefits Include:

- One full year of exposure in print and digital formats
- Shared with 850+ Chamber members
- Distributed at Chamber events, visitor centers, hotels, and high-traffic community hubs
- Featured in an interactive digital edition promoted online and via email
- A variety of ad sizes and price points to meet your budget

Exclusively available to Chamber members.

To learn more about this opportunity, contact Kaytee Lorentzen, the Director of Communications & Events at klorentzen@chamberbloomington.org.

Interested in advertising in the next edition? Scan the QR Code to learn more!

► Ad sales run from June
to September each year
for the upcoming edition.



For more information, contact the
Chamber's Director of
Communications & Events, Kaytee
Lorentzen:

812.336.6381

klorentzen@chamberbloomington.org

Learn more at:
[ChamberBloomington.org/
ConnectBloomington](https://ChamberBloomington.org/ConnectBloomington)



The Greater Bloomington Chamber of Commerce

Marketing & Advertising Opportunities Sponsorship

Sponsoring a Chamber event or program provides a great means of broadening your competitive advantage by improving your company's reflection, prestige and credibility through supporting events and programs that your community and audience find attractive and important. Through sponsorships, our Chamber strives to create a partnership that is beneficial to all who are involved.

Your recognition as a Chamber sponsor within the business community will insure you make those important connections necessary for the future growth and success of your business.

In addition to enhancing your visibility and image, there are many other great benefits that coincide with sponsoring Chamber events.

- **Access to new business relationships**—The face-to-face marketing opportunities at Chamber events allow businesses to kindle relationships with an unlimited number of new clients and customers
- **Creates Customer/Community Loyalty**—Your sponsorship and support of local Chamber events builds rapport and increases the odds of your customers recommending your business to friends and other members of the community.
- **Advertising**—Exposure in print, on our website and on-site advertising ensure heightened sponsor brand recognition among a targeted audience of business owners, executives and other Chamber members.
- **Demonstrates Civic Engagement**—Your involvement in Chamber events exhibits your concern for the community in which you work and live and has a favorable effect on your business.
- **Association with High Profile Business Events**— Companies that desire to be coined “industry leaders” welcome the benefits of being associated with important business events and programs. Chamber events are among the top places to gain name recognition with high-income professionals, executives, managers, industry leaders and other business decision makers.
- **Publicity**—Chamber events are highly publicized and so are their sponsors. The inclusion of your company's name will earn you public recognition.



For more information, contact the Chamber's Director of Communications & Events, Kaytee Lorentzen:
812.336.6381
klorentzen@chamberbloomington.org

Learn more at:
[ChamberBloomington.org/
Sponsorship](https://ChamberBloomington.org/Sponsorship)