

Online Ad Sizes & Pricing

Newsletter Banner Ad

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%

Webpage Square Ad

**350px x
350px**

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

Analytics for ChamberBloomington.org

Based on trending 12-month average

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

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

Specifications

- Please submit all ads electronically to klorentzen@chamberbloomington.org
- Ads must be in RGB color in JPG format at 72 or 96 PPI (pixels per inch) at the sizes indicated

**For additional information, contact
Director of Communications & Events
812.336.6381
klorentzen@chamberbloomington.org**