

Be heard

Be seen

Get ahead

**Let us be your
voice.**

*Prices and ad sizes accurate as of
January 13, 2020*

MEDIA KIT & ADVERTISING GUIDE

2020

For More Information:

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WHY US?

75+ ACC Corporate Partners

120+ Chambers of
Commerce

25,000+ Network
Members

Major Media Contacts

&

As Alberta's largest policy-shaping business association, we provide the vital connection between government and business. Our network includes over 120 local community chambers that represent over 25,000 businesses of all sizes & sectors. Together, we support business and community prosperity across Alberta.

BENEFIT FROM:

OUR CREDIBILITY

OUR REACH

OUR MEMBERS

Advertising inquiries can be directed to Zoë LeParque at zleparque@abchamber.ca or at (780) 425-4180 ext. 6

AT A GLANCE

MEDIA KIT & ADVERTISING RATE CARD

<i>Prices are subject to change without notice.</i>	Member Rate	Non-member Rate
Newsletters		
Advocacy Newsletter – Top Banner	\$600	\$750
Advocacy Newsletter – Bottom Banner	\$300	\$375
Member Services Newsletter – Top Banner	\$400	\$500
Member Services Newsletter – Bottom Banner	\$200	\$250
E-Blast	\$480	\$600
Web Banner		
1 Week	\$160	\$200
4 Weeks	\$320	\$400
8 Weeks	\$480	\$600
Social Media	\$80	\$100
The Works Value Pack	\$2,000	\$2,500

All prices EXCLUDE GST. The Alberta Chambers of Commerce reserves the right to edit advertising copy or refuse any advertising matter it deems inappropriate or is in competition with its own activities. In no event shall the Alberta Chamber's acceptance of any advertisement be considered an endorsement of the product or service advertised of the company that manufactures, distributes, or promotes such product or service. Prices are subject to change without prior notice.

AT A GLANCE

MEDIA KIT & ADVERTISING RATE CARD

In order to remain fair and accessible, our advertising slots are available on a first-come, first-served basis.

Member Services Newsletter:

First Tuesday of each month, one (1) x Top Banner, one (1) x Bottom Banner

Advocacy Newsletter:

Third Thursday of each month, one (1) x Top Banner, one (1) x Bottom Banner

E-Blasts:

Up to two (2) x per week, released on Tuesdays and Thursdays excluding Newsletter days, total of six (6) x per month

Social Media:

- 1 x Tweet per day
- 2 x Facebook Posts per week
- 2 x LinkedIn Posts per week
- 2 x Web Banner Ads/week

Requirements: All written copy, URLs, Images (png/jpeg), and requested formatting sent to qcandler@abchamber.com at least one (1) week in advance.

As we are first-come, first-served, please contact us well in advance if you have time-sensitive/urgent scheduling needs. Even if copy/images are not available we can add you to our schedule.


All prices EXCLUDE GST. The Alberta Chambers of Commerce reserves the right to edit advertising copy or refuse any advertising matter it deems inappropriate or is in competition with its own activities. In no event shall the Alberta Chamber's acceptance of any advertisement be considered an endorsement of the product or service advertised of the company that manufactures, distributes, or promotes such product or service. Prices are subject to change without prior notice.

OUR NEWSLETTERS

Be heard.

Choose from our two monthly newsletters - one with a focus on our **Advocacy** initiatives and recent political news; the other a more general **Member Services** newsletter showcasing upcoming events, news from our members, and benefits & savings offers!

Advocacy




Distribution

120+ Chambers
Forwarded to up to 25,000


75+ Corporate Members

Media Contacts




Avg. Open Rate

45%



Avg. Clickthrough

17%




Frequency

Monthly. 3rd Thursday

Reposted to our FB, Twitter, and LinkedIn:

Monthly Engagement: **1,500**
Monthly Reach: **30,000**


Member Services



Distribution


120+ Chambers
Forwarded to up to 25,000

75+ Corporate Members




Avg. Open Rate

45%



Avg. Clickthrough

17%



Frequency

Monthly. 3rd Thursday

Internal to Chambers and therefore not posted to social media.

Tech Specs

Static Graphic, GIF, JPEG or PNG / 500 px wide, 150 px high. Please include URLs, as they will be linked.

Rates	Top Banner		Bottom Banner	
	Member	Non-Member	Member	Non-Member
Advocacy	\$600	\$750	\$600	\$600
Member Services	\$400	\$500	\$600	\$600



PERSONALIZED E-BLAST / WEB BANNER / SOCIAL MEDIA

Be seen.

E-blast

Members	Non-Members
\$480	\$600



Distribution

120+ Chambers
Forwarded to
up to 25,000

**75+ Corporate
Members**

**Media
Contacts**



Avg. Open Rate

46%



Avg. Clickthrough

9%



Frequency

2 / Week
(Maximum)

Tech Specs

Static graphics, GIF, JPEG, or PNG / Include URLs if applicable.

Recommended Size: 600 px wide
Supports: PDF and HTML files

Web Banner

	Members	Non-Members
1 wk	\$160	\$200
4 wks	\$320	\$400
8 wks	\$480	\$600

Homepage Banner
(abchamber.ca)



Ad Rotation

Tech Specs

Static graphics, GIF, JPEG, or PNG /
Include URLs if applicable.

Required Size:
1200 x 400

Social Media

Members	Non-Members
\$80	\$100

**FB, Twitter, or
LinkedIn:**
(per post)

Total Monthly Engagement: **1,500**
Total Monthly Reach: **30,000**

Tech Specs

Static graphics, GIF, JPEG, or PNG /
Include URLs if applicable.

Required Sizes:
Go to <https://sproutsocial.com/insights/social-media-image-sizes-guide/> for up-to-date image size requirements

THE WORKS VALUE PACK

Get ahead.

Why compromise when you could have it all AND save money in the process?

There's a reason this package is the most popular advertising option among our members. Not only does your business take the main stage on our website, advocacy and membership newsletters, dedicated E-Blasts, and social media, you also **save \$150** in the process.

For members, it's even more of a no-brainer - with your existing 20% off, you **save a total of \$650!**

INCLUDES:

4 WEEK WEB BANNER
4 SOCIAL MEDIA POSTS
1 DEDICATED E-BLAST
1 TOP AD - ADVOCACY
NEWSLETTER
1 TOP AD - MEMBERSHIP
NEWSLETTER

Non-Members
\$2,500

Members
\$2,000

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120+ CHAMBERS
25,000 BUSINESSES
ALL SECTORS OF THE ECONOMY
ONE BALANCED VOICE

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