



MEDIA KIT & ADVERTISING

2023

Be heard | Be seen | Get ahead | Let us be your voice

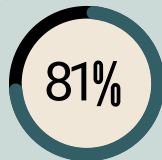
Prices in effect as of January, 2023

Maximize your visibility through Alberta's business network!

As Alberta's largest policy-shaping business association, we provide a vital connection between government and business. Our network includes **116** local community chambers that represent more than **24,000** businesses of all sizes & sectors!

When you choose to advertise with us, you will benefit from:

- Our reach
- Our members
- Our credibility



Over 80 percent of businesses across the province believe that their local chamber of commerce has a positive impact on the community.

Carmen Reyes

Coordinator, Event Marketing & Communications

Alberta Chambers of Commerce
#714 Ledgeview, 9707 110 St NW,
Edmonton AB, T5K 2L9

Phone: (780) 425-4180 ex. 806

Toll Free: 1 (800) 272-8854

Email: creyes@abchamber.ca



Prices are subject to GST Prices may change without notice	Member	Non-member
Newsletters (header placement)		
Member Newsletter <u>or</u> Network Bulletin (Choose 1)	\$360	\$450
ChamberMarket.ca Newsletters		
• Vendor Newsletter	\$400	\$500
• Consumer Newsletter	\$520	\$650
Dedicated E-blast		
Email (to chambers, corporate members, media contacts)	\$480	\$600
Web Banner (top banner placement)		
ACC Home Page (abchamber.ca)		
• 2 weeks	\$320	\$400
• 4 weeks	\$360	\$450
• 6 weeks	\$440	\$550
Social Media		
• 1 post across 4 channels	\$300	\$400
Bundles		
ELITE (save \$220 - \$300)		
<ul style="list-style-type: none"> • 1 top ad: member newsletter • 1 top ad: network bulletin • 1 top ad: Chamber Market Vendor <u>or</u> Consumer Newsletter • 1 dedicated e-blast • 4 weeks ACC home page web banner • 1 social media post across 4 channels 	\$2160	\$2700
PREMIUM (save \$180 - \$250)		
<ul style="list-style-type: none"> • 1 top ad: member newsletter <u>or</u> network bulletin • 1 dedicated e-blast • 4 weeks ACC home page web banner • 1 social media post across 4 channels 	\$1320	\$1650
STARTER (save \$100 - \$150)		
<ul style="list-style-type: none"> • 1 dedicated e-blast • 1 social media post across 4 channels 	\$680	\$850

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

Email Campaign

(1 year average where available)

(Newsletters & Dedicated E-blasts)



Distribution



Open Rate



Click Rate



Frequency

Member Newsletter	<ul style="list-style-type: none"> 116 Chambers <i>Forwarded to up to 24,000 businesses</i> 500+	43%	5%	Monthly 1st Tuesday
Network Bulletin	<ul style="list-style-type: none"> 116 Chambers 75+ Corporate Members <i>Forwarded to up to 24,000 businesses</i> 600+	41%	5%	Weekly Thursday
ChamberMarket.ca Vendor Newsletter	<ul style="list-style-type: none"> 900+ Vendors live or onboarding 4000+	47%	2%	Quarterly 2nd Tuesday
ChamberMarket.ca Consumer Newsletter	<ul style="list-style-type: none"> 200+ Consumers with an account 200+	56%	6%	Quarterly 4th Tuesday
Dedicated E-blast	<ul style="list-style-type: none"> 116 Chambers 75+ Corporate Members Media Contacts <i>Forwarded to up to 24,000 AB businesses</i> 1400+	38%	1%	2x/month Wednesday
Industry Average	<ul style="list-style-type: none"> Business Support Organizations 	28%	1%	

Website Engagement (3 month average)

Total Page Views	9,177
Active Users	3,267
Total Sessions	4,433



Social Media (3 month average)



5801 page reach
5984 post impressions
3% post engagement



4481 followers
1733 post impressions
2% post engagement



797 profile impressions
1135 post impressions
19% post engagement



1339 page reach
2104 post impressions
7% post engagement

MEDIA & ADVERTISING SIZE GUIDE & SUBMISSION REQUIREMENTS

All written copy, URLs, images, and required formatting are to be sent to creyes@abchamber.ca at least 7 business days in advance.	Size	Type
Newsletters		
Submit a graphic and the following information: <ul style="list-style-type: none"> • The newsletter you wish to advertise in from the list below • URL to link to the graphic (if applicable) • Preferred week to schedule the advertisement according to the newsletter schedule below <p> Member Newsletter (1st Tuesday each month) Network Bulletin (every Thursday) ChamberMarket.ca Vendor Newsletter (2nd Tuesday quarterly) ChamberMarket.ca Consumer Newsletter (4th Tuesday quarterly) </p> <p><i>One top advertisement/newsletter</i></p>	500 px wide 150 px high	Static Graphic GIF, JPEG, PNG
Dedicated E-blast		
Submit a graphic and the following information: <ul style="list-style-type: none"> • Copy (text) to include in the E-blast • Supports: PDF and HTML files (attachments) • URL to link to the graphic (if applicable) • Preferred week to schedule the E-blast (Wednesday) <p> <i>E-blast date and time will be scheduled by ACC to avoid conflict and plan for the greatest success for your E-blast.</i> <i>E-blasts are usually sent out on Wednesdays to a max of 2/month.</i> </p>	600 px wide Recommended	Static Graphic GIF, JPEG, PNG
Web Banner (abchamber.ca)		
Submit a graphic and the following information: <ul style="list-style-type: none"> • URL to link to the graphic (if applicable) • Preferred start date • Number of weeks - 2 / 4 / 6 <p><i>Web banners are displayed randomly one at a time with a maximum of 3 banners.</i></p>	728 px wide 90 px high	Static Graphic GIF, JPEG, PNG
Social Media		
Submit graphics and the following information: <ul style="list-style-type: none"> • Copy (text) to include in the post • URL to link to the graphic (if applicable) • Social channels to tag in the post • Preferred week to schedule the posts (2nd or 4th Wednesday) <p> <i>Post date/time will be scheduled by ACC as we monitor our social accounts and plan for the greatest success for your posts.</i> <i>Posts usually are posted on the 2nd and 4th Wednesday of the month to a max of 2/month.</i> </p>	Follow the size guide here .	Static Graphic GIF, JPEG, PNG

Become a Corporate Member

By joining our provincial chamber, you will receive a number of additional benefits and perks, increase your visibility and connect with our provincial network of businesses and key government officials!

<https://www.abchamber.ca/get-involved/become-a-member/>



Participate in our Events

Sponsor or attend our annual events! These events provide an exciting opportunities for your organization to network with leaders and decision-makers from government and some of the largest business organizations in Alberta.

<https://www.abchamber.ca/get-involved/sponsorship-opportunities/>



Leverage our Network

Maximize your visibility throughout Alberta's business network with a paid **advertisement**. Our network includes 116 local community chambers that represent more than 24,000 businesses of all sizes & sectors!

<https://www.abchamber.ca/get-involved/media-and-advertising/>



Carmen Reyes

Coordinator, Marketing, Events & Communications

Phone: (780) 425-4180 ex. 806

Email: creyes@abchamber.ca