



## **THE CORNING AREA CHAMBER OF COMMERCE**

### **2008 Newsletter & Listserv Advertising Opportunities**

The Corning Area Chamber of Commerce e-newsletters and other listserv communications to Members are sent to over 500 subscriber e-mail addresses. We have several promotional opportunities that you can choose from to highlight your products or services. Reserve your space today by contacting Rachel Johnson at [AdminServices@CorningNY.com](mailto:AdminServices@CorningNY.com).

**The Chamber Weekly** - Will be sent every Wednesday during the 2008 calendar year.

- Block & Banner Ad Pricing for The Chamber Weekly:
  - Bulls Eye Ad - \$25.00 for 1 Issue or \$75.00 for 4 Issues
  - Large Block Ad - \$50.00 for 1 Issue or \$175.00 for 4 Issues
  - Banner Ad - \$75.00 for 1 Issue or \$200.00 for 4 Issues (Includes your logo and a link to your website or a PDF, a 25-word description or announcement of your choice and 1 image (a picture, coupon, etc))

**The Eye to Eye** - (Hard Copy Newsletter) Will be sent bi-monthly. Inserts can be included in this mailing that is sent out to all Chamber Member and Partner organizations for \$125.00 (limit 3/month). Contact Rachel Johnson at [AdminServices@CorningNY.com](mailto:AdminServices@CorningNY.com) for more information and the number of inserts required per mailing.

**Member News/Events Listserv** - Will be sent bi-weekly on Friday. Members can submit Member News announcements for this listserv to Rachel Johnson at [AdminServices@CorningNY.com](mailto:AdminServices@CorningNY.com). Each Member should try to limit information to 150 words with a picture or 200 words. Only one image is allowed per Member News announcement unless additional images are paid for. Up to 15 Member news announcements will be included in this listserv and will be placed on a first come first serve basis.

- Block Ad & Banner Ad pricing for the Member News/Events Listserv:
  - Bulls Eye Ad - \$25.00 for 1 Issue or \$75.00 for 4 Issues
  - Large Block Ad - \$50.00 for 1 Issue or \$175.00 for 4 Issues
  - Banner Ad - \$75.00 for 1 Issue or \$200.00 for 4 Issues (Includes your logo and a link to your website or a PDF, a 25-word description or announcement of your choice and 1 image (a picture, coupon, etc))

**Picture/Image Requirements** - All pictures should be a 72 resolution, can be black & white or color, the width or height needs to be 250 pixels or less, and a jpeg format is preferred. Pictures must be emailed to a Chamber staff person to be included in communication material.

**Ad Requirements** - Small Block Ad size is 1.5" by 2" or 2" by 1.5". Large Block Ad size is 3" by 4" or 4" by 3". All ads should be prepared by the client and emailed to their Chamber contact in a picture format, jpeg format preferred. The ads can be black & white or color and need to be at a 72 resolution or less.

All Images and Ads will include a link to the business' website if one is available ...

**All copy and images must be approved by the  
Corning Area Chamber of Commerce and abide by federal copyright regulations.**