

Promotional Opportunities

01



Friday Letter

Our weekly email correspondence highlights relevant and timely information about news and events happening at the Chamber as well as updates from our members.

Each week, over 1,800 individuals receive this email and our open rate averages 40%, which is considered a top-tier score.

We can accept PDF or JPG files. For best results, images should be a minimum of 800 pixels wide. **Members may advertise for two consecutive weeks on a bi-monthly basis at no additional cost.**

02



Monthly Printed Newsletter

Each month, the Chamber distributes a printed newsletter to roughly 1,300 Chamber member representatives in addition to 12,000 households in the Wooster Weekly News and 12,000 households in the Wayne County Bargain Hunter.

Members can purchase a half-page advertisement for \$350. Members may advertise once per quarter. Space is reserved on a first-come first-served basis.

Please provide a high-resolution print-ready PDF. Images should be a minimum of 150 pixels per inch since this is a print publication. Dimensions for a half-page advertisement are: 9.0278 inches wide x 4.0315 inches tall.

03



Social Media

Our Facebook page has peak reach and engagement with its 15,500 followers. Once a year, members can share a post on the Chamber's Facebook page at **no additional cost**. This is with the exception of award nominations and/or business anniversary celebrations. We are happy to review these advertisements as they are submitted.

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Guidelines

1. Advertising is available to Chamber members only
2. Advertisements for seminars, conventions, meetings, events, etc. must be held within Wayne County to be advertised
3. Solicitation for fundraisers, sponsorships, donations, etc. is not permitted
4. The main beneficiary of the advertisement must be a Chamber member in good standing