

# WEEKLY UPDATE ADVERTISING

This feature is e-mailed weekly to our 1200+ opt-in member subscribers via Constant Contact. We currently have a 24% average open rate and a 5% click rate for this communication. Our weekly updates are scheduled Friday's around noon. It is also shared on Twitter, LinkedIn & Facebook 4x over the next 5 days.

Each ad can have a clickable link back to your Facebook or web page.



### COST:

**\$50** for first run of an ad; **\$25** to repeat the ad each week.

For example – run the same ad for 3 weeks in a row – total investment \$100.

*Bonus: If your ads are scheduled and we run a "Midweek Update" which occurs when there is a lot of news happening – your ads run for free in that Midweek Update.*

Ad payments are due net 30 days from order date. All ad payments are due prior to run date. Order confirmations and payment receipts are emailed.

### STYLE & SPECS:

Choose:

- Text with Logo: Requirements: Up to 50 words, 1 image and 1 Call-to-action link and contact link.*
- Image Ad: 550 PX(W) X 300 PX(H), and one (1) link; PDF's and jpg's generally work best. These are considered "ready to go" ads. (Most popular option)*

### DEADLINE:

Copy, links, logos and artwork are due by Wednesday by 5pm before the Friday run. Email to: [kim@hermantownchamber.com](mailto:kim@hermantownchamber.com)

**Yes! Please run my ad (name of ad) \_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_ for a total of \_\_\_\_\_ times. I estimate this to be a cost of: \$\_\_\_\_\_.**  
(*\$50 for first run, \$25 for each subsequent run*). Ad is: ATTACHED COMING SOON

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_