

# Northern Kentucky Chamber Publications- Sponsorship Opportunities

## Top Media for Business Promotion

The chamber's publications, newsletter and brochures are ideal vehicles for promoting the products and services of member firms.

Many members value being identified with the chamber and view their sponsor support as a win-win opportunity for their company and for the chamber.

- For the sponsor, Northern Kentucky Chamber publications are a cost-effective way to target their marketing dollars.
- For the chamber, sponsorships are an important source of non-dues income.

Volunteers in the Total Resource Development campaign get credit for selling the publication sponsorship opportunities listed in this manual. All that is required is the company's check and a signed contract!

## What's Available?

- *Business Journal*
- *Web Site Banners*
- *Chamber e-FLASH*
- *2009-10 Member's Guide: Benefits & Opportunities*
- *And More!*

**Advertising Products:** The Chamber's advertising products are listed on the following pages for your use when making solicitation calls. Questions can be addressed to Mark Schenthal, Vice-President, Marketing & Communications 859-578-6383 or Sandy Guile, Manager, Communications & Media Relations 859-426-3656

**Prospecting Tips:** When you approach a company to sell a membership, use that opportunity to ask them to advertise. "Match" your prospect to appropriate advertising opportunities.

## General Rules for Advertising Sales

- Advertising is available to Chamber members only. Don't forget that you can sell a package of advertising and membership.
- Dues must be current and members must be in good standing before advertising contracts will be accepted.
- In order to receive credit for advertising sales, the advertising contract must be completed in full with authorized signature. Ads are sold on Incentive Plan 1.
- Contracts without proper authorization and signatures will not be accepted.
- Faxed copies will not be accepted. We must have the original document.
- Advertising trade outs must be pre-approved by Mark Schenthal, 859-578-6383
- Advertiser must supply camera-ready artwork. Chamber cannot absorb the cost of ad production (this includes trade outs).

### **Advertising Trade outs**

- Trade outs for advertising must be pre-approved by Chamber staff. Do not waste your time pursuing a deal that has not been properly cleared in advance. Trade outs submitted, but not pre-approved, will not be accepted.
- All rules and guidelines pertaining to "cash advertising" also apply to "advertising trade outs."
- A completed trade out contract must accompany the advertising contract. If both documents are not submitted, your team will not receive credit.
- If the advertising trade out is to cover the cost of a membership, make sure the trade out amount and all documentation reflect the complete transaction. Also, don't forget to complete a membership application. If all documents are not submitted at the same time, they will be rejected.

## Contract for Publications, Web Site and e-FLASH

Northern Kentucky Chamber of Commerce  
300 Buttermilk Pike, Suite 330, P. O. Box 17416, Ft. Mitchell KY 41017-0416  
Contact: Mark Schenthal 859-578-6383 or Sandy Guile 859-426-3656 Fax 859 578-8802

### Company

Company \_\_\_\_\_

Authorized Representative \_\_\_\_\_

**\*ADVERTISING CONTACT** \_\_\_\_\_

\*Address \_\_\_\_\_

\*Direct Phone \_\_\_\_\_ \*E-MAIL FOR CONTACT \_\_\_\_\_

\*City \_\_\_\_\_ \*State \_\_\_\_\_ \*Zip \_\_\_\_\_

### Publication/ Web Site/ FLASH

**Circle One: Business Journal Legislative Agenda Annual Dinner Program**

Full-page  1/2-page  1/4-page  1/8-page  1/16 page  Insert

**Website:**  Home page  Business Directory  Calendar page  Menu Bar  E-Flash

Length of contract:  Annual  6 months  Monthly  other: describe \_\_\_\_\_

Instructions \_\_\_\_\_

Sponsor agrees to provide camera-ready artwork. Price does not include cost of ad design and production.

Amount Received \$ \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Name on Card (must be complete) \_\_\_\_\_

### Sold By

Volunteer's Name \_\_\_\_\_

Team \_\_\_\_\_ Date \_\_\_\_\_

### Approved By

Company Representative \_\_\_\_\_

***\*To ensure correspondence goes to the correct contact, these sections MUST be complete before Contract will be accepted***

Contact Mark Schenthal 859-578-6383

2009 - 2010 Member's Guide

The Chamber Member Directory lists basic information about your company in front of more than 4,000 potential customers by providing two separate listings in one publication. Each listing includes designated representatives alphabetically and by product or service in a classified section. Connect and network with other Chamber Members.

Ad/Insert sales: **April – June 30**  
Publication date: **August 15, 2009**

**Outside back cover**  
**Inside front cover**

\$2,400  
\$1,800

Color, 6-1/2" wide x 11"  
Color, 6-1/2" wide x 11"

Catch up on Chamber news about programs, events, business related issues and legislative initiatives as well as listings of new members. The paper is mailed directly to 4,000 key decision-makers and is available online. Excellent source for business to business marketing that is cost effective and generates results.

Ad/Insert sales: **Continual**  
 Publication date: **First of each month**

**SEE PAGE 129 FOR PRICE ADVERTISING PRICE SHEET**

The Chamber's Web site is a dynamic, interactive site that averages more than 8,000 individual visits per month. Users will find business information, calendar of events, issues, programs, an up-to-date membership directory, workforce and education solutions, and leadership. Advertising opportunities are limited to first-come, first served basis and are linked directly to your company's web site.

**Web Site Advertising:** Affordable advertising is available on the Chamber's web site, [www.nkychamber.com](http://www.nkychamber.com). Take advantage the different levels of advertising opportunities and increase your company's presence. Banner ads are linked to your company's Web site. Banners rotate every four seconds (limited to a total of five (5) sponsors for level 1 & 2). Web sponsorships are 302 X 128 pixels and no larger than 20K in size. Sponsors are required to provide the digital artwork and a web site link.

**Prices are as follows:**

<b>Home Page</b> 1 year contract. Category exclusivity on this page only. 6 month contract Monthly contract – Call for ad space availability	<b>\$3,000</b> <b>\$1,500</b> <b>\$ 300</b>
<b>Business Directory</b> 1 year contract. Category exclusivity on this page only. 6 month contract Monthly contract – Call for ad space availability	<b>\$2,000</b> <b>\$1,000</b> <b>\$ 200</b>
<b>Calendar Page</b> 1 year contract. Category exclusivity on this page only. 6 month contract Monthly contract – Call for ad space availability	<b>\$1,600</b> <b>\$ 800</b> <b>\$ 150</b>
<b>Menu Bar</b> 1 year contract. Category exclusivity on this page only. 6 month contract Monthly contract – Call for ad space availability	<b>\$1,000</b> <b>\$ 500</b> <b>\$ 100</b>

**Web site & Business Journal Advertising Combo Packs:** Affordable advertising packages are available on the Chamber's web site and the *Northern Kentucky Business Journal*. Sign up to have your company's logo appear on the home page of the Chamber's web site along with four other company sponsors. Your company's banner ad will be linked to your company's Web site. Banners rotate every four seconds. Plus, with your web ad, increase your market share with a four color ad in the monthly *Northern Kentucky Business Journal*. Web ads are 302 X 128 pixels and no larger than 20K in size. *Sponsor is required to provide the digital artwork and a web site link for the web and proper file for the Business Journal.*

Prices are as follows:

<b>Home Page</b> 1 year web ad contract and four-color full-page ad in the <i>Business Journal</i> .	\$11,000	\$1,360 savings
6 month web ad contract and four-color half page ad (V or H) in the <i>Business Journal</i> .	\$ 3,550	\$470 savings
<b>Business Directory</b> 1 year web contract and four-color ½ page ad in the <i>Business Journal</i> . Banner ad placement on the Business Directory page.	\$6,200	\$840 savings
6 month web contract and four-color ½ page ad in the <i>Business Journal</i> . Banner ad placement on the Business Directory page.	\$2,000	\$350 savings

<b>Calendar Page</b> 1 year web contract and four-color ¼ page ad (V or H). Banner ad placed on the Calendar of Events page.	\$4,300	\$600 savings
6 month web contract and four color ¼ page ad (V or H). Banner ad placed on the Calendar of Events page.	\$1,900	\$250 savings
<b>Menu Bar</b> (Blue Bar located under Chamber logo – Excludes the Business Directory Menu option) 1 year web contract and four-color 1/4 page ad (V or H). Banner ad placed on the home page of the Menu	\$3,300	\$400 savings
6 month web contract and four color ¼ page ad (V or H). Banner ad placed on the home page of the Menu page.	\$1,700	\$150 savings



**Chamber e-FLASH Advertising: \$150 per week or \$500 for four consecutive weeks.**

**The e-FLASH is the Chamber's weekly electronic newsletter reaching more than 7,000 members. Your company's logo/ad appears exclusively at the top of page of the e-FLASH linking to your Web site.**

**Ad must be sent a week prior and must be 160 X 70 pixels at 72 dpi. Sponsor must provide the artwork and the Web site link.**