



VEGAS CHAMBER
MEDIA KIT



CULTIVATING GROWTH & PROSPERITY



DIGITAL INTER-ACTIVE BUSINESS VOICE MAGAZINE

2023 EDITORIAL CALENDER, RATES & SPECIFICATIONS

FEATURES

- Video Stories and Video Ads
- Interactive table of contents - jump to any page
- Mobile-friendly Tap to read articles
- Searchable Member Directory with links
- Ads link directly to advertiser's website

DISTRIBUTION 520,000+ Readership per Issue

- E-mailed to every business in the chamber's database
- Prominently displayed on the chamber's home page
- Targeted social media distribution on multi-platforms at regular scheduled intervals *
- **NEW** - Eight dedicated marketing pushes for advertisers!
- **Presidents Club Members receive a 25% discount off ad rates**

2023 VEGAS CHAMBER BUSINESS VOICE - EDITORIAL CALENDAR - 12 ISSUES



| ISSUE | FEATURE |
|-----------|---|
| January | Preview Las Vegas: It's Go Time |
| February | Carson City Priorities |
| March | Women in Leadership |
| April | Spring your Business forward |
| May | Small Business Month, MAC Night Out |
| June | National Safety Month |
| July | Elections and Carson City Review |
| August | K-12 Education |
| September | LV in DC, Washington D.C. Fly-In |
| October | Business of the Year |
| November | State of the Chamber, Installation of Board Members |
| December | Year-in-Review |

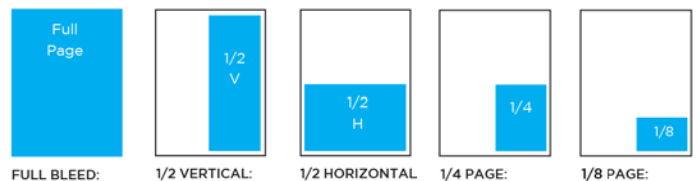
Note: All topics and issues are subject to change based on current economic and business topics that may emerge.

| AD OPTIONS | 1 ISSUE | 3 ISSUES | 6 ISSUES | 12 ISSUES |
|---|---------|----------|----------|-----------|
| Front Cover Video + Full Page | \$1,995 | \$1,595 | \$1,395 | \$1,195 |
| Front Cover Logo + Full Page | \$1,795 | \$1,395 | \$1,195 | \$995 |
| Repeating Footer Banners + Full Page | \$1,595 | \$1,195 | \$995 | \$795 |
| First Seen Pages (Inside Front Cover or Page 3) | \$1,395 | \$995 | \$795 | \$695 |
| Full Page | \$995 | \$795 | \$695 | \$595 |
| Half Page | \$695 | \$595 | \$495 | \$395 |
| 1/4 Page | \$495 | \$395 | \$295 | \$245 |
| 1/8 Page | \$295 | - | - | - |

Ad rate is listed as monthly rate and discounts are offered for multi-issue commitments. Prices subject to change.

AD SPECS

| | |
|------------------------|--|
| Full Page with Bleeds: | Image Area 7.5" x 10", Trim 8.375" x 10.75", Trim + Bleed 8.625" x 11" |
| Full Page (no bleed) | 7.5" x 10" |
| 1/2 Page - Horizontal | 7.5" x 4.875" |
| 1/2 Page - Vertical | 3.625" x 10" |
| 1/4 Page - Vertical | 3.625" x 4.875" |
| 1/8 Page | 3.625" x 2.3125" |



TO RESERVE YOUR SPOT, CONTACT YOUR VEGAS CHAMBER REPRESENTATIVE
or: Marketing@VegasChamber.com or call 702.641.5822.



E-NEWSLETTER & WEBSITE

2023 RATES & SPECIFICATIONS

VegasChamber.com

is the place where professionals go to for business-to-business communication and resources. This is an exciting opportunity to set your business apart, get high visibility and target the local community!



Vegas Chamber Website

- **Page Views:** Approx. 325,000
- **Unique Page Views:** Approx. 275,000
- **Number of Sessions:** Approx. 190,000
- **New Users in 2021:** Approx. 133,000

*Estimates based on annual visitation

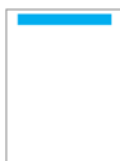
| Ad Type | 1 MONTH | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|----------------------------|---------|----------|----------|-----------|
| Website Banner | \$200 | \$150 | \$140 | \$125 |
| Website Box | \$150 | \$125 | \$120 | \$100 |
| E-Newsletter Top Banner | \$650 | \$600 | \$550 | \$500 |
| E-Newsletter Bottom Banner | \$500 | \$450 | \$400 | \$350 |

Ad rate is listed as monthly rate and discounts are at percentages of 5, 10 and 15 off the 1x rate. Prices subject to change.

DIGITAL AD SPECS

WEBSITE BANNER

- Size 728 px (W) x 90 px (H)
- Links directly to client-provided URL
- Ads run in random rotation



WEBSITE BOX

- Size 300 px (W) x 250 px (H)
- Links directly to client-provided URL
- Ads run in random rotation



NEW! E-NEWSLETTER BANNER

- Size 728 px (W) x 90 px (H)
- Links directly to client-provided URL



DIGITAL AD SPECS:

- Standard format: jpg or gif
- Loading files from cross-domains is not permitted for security reasons.
- All creative is subject to approval.
- "Rich Media" ads are not permitted. This includes floating, expandable and tandem advertisements.

DEADLINES:

Art and URL must be submitted to the Vegas Chamber by the 1st of the month prior to ad run.

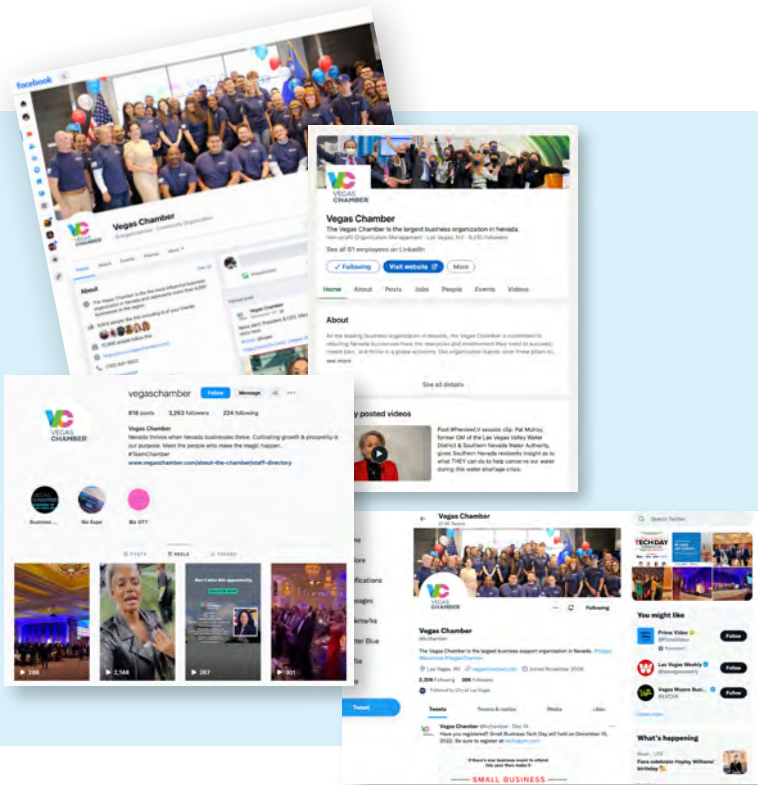
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SOCIAL MEDIA PACKAGES

2023 RATES & SPECIFICATIONS

Vegas Chamber’s lively social media platforms stay connected to our community and brings members together for events, topics, and programs. When you advertise with us your content extends to a large audience.



Vegas Chamber Social Channels:
55,000+ followers/reach

-  Facebook 13.2k
-  Twitter 38k
-  Instagram 3.2k
-  LinkedIn 11.3k

NEW! SOCIAL MEDIA PACKAGES

Vegas Chamber Facebook and/or LinkedIn Member-Sponsored Posts

1x Weekly Post (up to 4 in one month on each platform; subject to change)

1 Platform \$400/month; 2 Platforms \$750/month

Member provides final/ready-to-post copy within platform guidelines, graphics, hashtags, URL and preferred schedule for each platform; subject to review and approval by Vegas Chamber.

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