

2024



Eugene Area
Chamber of
Commerce

**MEDIA &
ADVERTISING
TOOLKIT**



The mission of the Eugene Area Chamber of Commerce is to serve as a catalytic leader in creating a vibrant and diverse economy that drives economic opportunity and well-being. The Chamber is the only broad-based business organization that aspires to represent your business interests, no matter your size, industry, or location.

LEAD

We are strategic thinkers with bold ideas. We are catalysts for positive community change and push boundaries with creative solutions.

INNOVATE

We are curious and open-minded. We are not afraid to bypass the easy and safe for a different but better way to serve our members and community.

ENGAGE

We pay attention, and we participate in hard conversations. We are intentional about including diverse voices, building relationships, and empowering others to play a role in creating the best community possible.

IMPACT

We are solution-oriented and relentlessly optimistic. We work collectively as business leaders to solve the challenges facing our community.

IMPACT BY THE NUMBERS



In 2023, we saw significant growth in our reach across all of our digital platforms. This enhances our already successful online presence and provides more value to our members.

We offer exclusive access to all our members at the Grow level or higher to utilize these growing platforms to share their message directly with other members, including thousands of interested business leaders in our community.*

EMAIL REACH

39% open rate

5% INCREASE OVER '22

3% click rate

1% HIGHER THAN IND. STANDARD

5500+ subscribers

39% SUB. INCREASE OVER '22

EACC WEBSITE

54k users

10% INCREASE OVER '22

136k pageviews

9% INCREASE OVER '22

2.17 pages/session

14% INCREASE OVER '22

OFB ONLINE

39,225 total ad impressions

21% INCREASE OVER '22

3,414 average ad impressions/mo.

16% INCREASE OVER '22

3,741 unique visits

94% INCREASE OVER '22

SOCIAL FOLLOWERS



6,700+

3% INCREASE OVER '22



3,600+

6% INCREASE OVER '22



3,800+

12% INCREASE OVER '22

*All content must meet our content guidelines, please contact us if you have questions!



When you are looking to reach a wide and diverse audience, our email ads are a great investment. With close to 5,500 subscribers and above average open and click rates, our email ads provide valuable and timely opportunities. Ads must be booked in advance and content must be submitted one week before run date. Limit of one ad per month, per business, per placement type.

PLACEMENT	FREQUENCY	ART SPECS	COST				
SPONSORED CONTENT	Weekly <i>Wednesdays</i>	600x400px 400 words 1 link	\$350				
COMMUNITY SPOTLIGHT	Weekly <i>Wednesdays</i>	600x400px 100 words 1 link	\$250				
SUPPORT LOCAL	Monthly <i>First Friday</i>	600x400px 1 link	<table border="0"> <tr> <td><small>Business Rate</small></td> <td><small>Non-Profit Rate</small></td> </tr> <tr> <td>\$100</td> <td>\$75</td> </tr> </table>	<small>Business Rate</small>	<small>Non-Profit Rate</small>	\$100	\$75
<small>Business Rate</small>	<small>Non-Profit Rate</small>						
\$100	\$75						
BUSINESS HIGHLIGHT	Weekly (1 of 3) <i>Wednesdays</i>	300x300px 50 words 1 link	\$125				
EXCLUSIVE EMAIL BLAST	Monthly <i>2nd Friday</i>	Images must be 600 x 400px	\$750				

- ▶ Digital artwork must be submitted as PNG or JPEG. RGB color profile required. Artwork resolution should not exceed 72dpi; file size should not exceed 500kb. Please include all links and tags, SSL compliant.



With thousands of monthly visitors, the Chamber's website is a great way to share your message with the region's leading professionals and influencers. Rectangle ads appear on our high traffic pages such as our member directory, chamber events calendar, and community events calendar.

Pricing listed is per month.

PLACEMENT	ART SPECS	COST
SUPER LEADERBOARD	970x150px (3 available)	\$600
RECTANGLE (BOTTOM LEFT)	300x200px (1 available)	\$600
RECTANGLE (BOTTOM CENTER)	300x200px (1 available)	\$600
RECTANGLE (BOTTOM RIGHT)	300x200px (3 available)	\$600

- ▶ Digital artwork must be submitted as PNG or JPEG. RGB color profile required. Artwork resolution should not exceed 72dpi. Our website does not support GIF or video files.

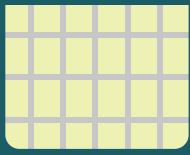


Digital is great, but there's just something about paper in hand. Place your ad in our quarterly print publication and reach more than 3,600 customers from a variety of markets. We're here to find your audience, help tell your story, and catapult your business to new heights.

PLACEMENT & RATES

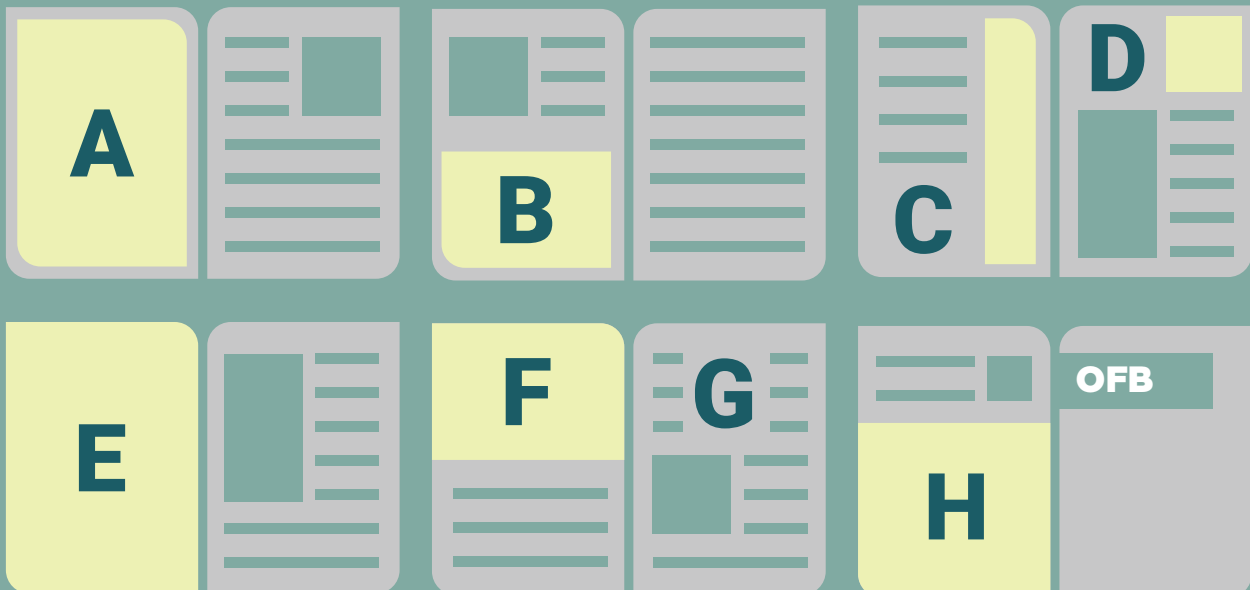
A FULL PAGE 8.75 x 11.25	\$1875	E FULL PAGE INTERIOR COVER 8.75 x 11.25	\$1955
B 1/2 PAGE HORIZONTAL 7.375 x 4.8125	\$1320	F 1/2 PAGE INTERIOR COVER 7.375 x 4.8125	\$1375
C 1/3 PAGE VERTICAL 2.375 x 9.75	\$960	G ADVERTORIAL 300-500 words.	\$700
D 1/3 PAGE SQUARE 4.8125 x 4.8125	\$960	H 2/3 PAGE BACK COVER 7.375 x 7.25	\$1740

• 2023 •



ANNUAL RATES AVAILABLE

If you are interested in ensuring slots during peak seasons with an annual plan, please contact Amanda Kinsella at amandak@eugenechamber.com





In addition to our quarterly printed publication, we also offer advertising on our digital website, with various options to choose from. After an incredible year of growth across our digital platforms, our Open for Business digital magazine is a valuable option for our members to share their content with hundreds of community members and leaders.

PLACEMENT	ART SPECS	COST
HOME PAGE	880x640px <i>(3 available)</i>	\$300/mo
SIDEBAR SQUARE	800x800px	\$300/mo
SIDEBAR VERTICAL	800x1600px	\$450/mo
IN-LINE ARTICLE	1500x600px	\$400/mo
POST ARTICLE	1200x800px	\$350/mo
ADVERTORIALS	3000x1400px <i>(Header)</i> 1590x1240px <i>(Feature)</i>	<i>See rates on next page</i>

- ▶ Digital artwork must be submitted as PNG or JPEG. RGB color profile required. Artwork resolution should not exceed 72dpi. Please include all necessary links.



Advertorials are the best way for the community to learn more about your business. This is an opportunity to tell your story and show expertise in your field! Rates below are per article per month—We will drive traffic to these articles via our social channels and enews.

WORD COUNT	COST
150–200 words	\$400
250–500 words	\$600
500–750 words	\$750
750–1000 words	\$900

We prefer submissions that clearly connect the local business community and the Chamber’s mission. We especially like a first–person view and a conversational tone. Here are some ideas of what we’ve seen work well:

- *How-to articles*
- *Tips and tricks*
- *Best of lists*
- *Industry trends*
- *Success stories*
- *Highlights of local professionals*

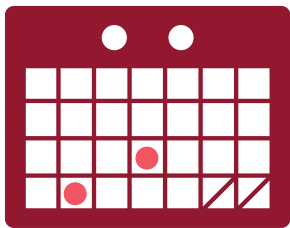
▶ Please identify the first instance of each person mentioned by first and last name, title and organization when applicable.

ADDITIONAL OPPORTUNITIES



Let us help you tell your story to a wider audience while adding flexibility to your budget. Whether social media support or design assistance, we offer ad-on support beyond our ad packages for a small fee.

ADVERTISING PACKAGES



**BOOK
— IN — &
ADVANCE**



SOCIAL MEDIA ADVERTISING

PLACEMENT	AVAILABILITY	COST
EXCLUSIVE POST (Facebook & Instagram)	1-2 per month	\$50 one platform \$100 both platforms

GRAPHIC DESIGN SERVICES (ADD-ON)

If you would like to take advantage of any of the Chamber's advertising opportunities but are unable to create/submit artwork, our staff will design the ad for an additional fee. Please reach out to our marketing team with any questions.