eNEWSLETTERS

The Grand Rapids Chamber sends news updates to a highly engaged audience of members and community partners. Ads are interdispersed throughout each edition.

**WEEKLY UPDATE**

- 6,500+ subscribers
- 30% open rate
- Published weekly
- Shares timely business resources, upcoming event information, business and community news and more

**THE CATALYST**

- 1,300+ subscribers
- 47% open rate
- Published bi-weekly
- Shares updates on the Chamber’s advocacy efforts, the latest news from Lansing, and upcoming policy events

GRAND RAPIDS CHAMBER WEBSITE

The Grand Rapids Chamber’s website is the virtual hub for news, Chamber events, and member resources. Ads are located on the bottom and/or sidebar of webpages.

The following webpages are available for advertising (pending availability):

- ATHENA Grand Rapids
- OutPro
- Create Great Leaders Alumni Network
- Emerging Leaders
- Inclusive Leadership Cohort
- Leadership Grand Rapids
- Leadership Transformed
- Lead Up
- Women in Leadership
- ELEVATE
- Mosaic Business Collective
- CEO & Management Roundtables
- Diversity & Inclusion Consulting

*Content is due 7 days before publication.*
A **Banner Ad** raises awareness of your brand's initiatives with premier placement among newsletter ads.

This simple display ad directs readers to your URL of choice to capture quick conversions.

**Specifications**
- Color image: 650w x 100h pixels
- URL for image to link to

**Price**
- $150/issue in Catalyst
- $250/issue in Weekly Update

*Content is due 7 days before publication.*
A **Content Block Ad** draws in readers by blending in as a story in the Chamber's weekly newsletter.

Impact your audience with captivating visuals and inspire readers to action with a custom description and URL button.

Content Block Ads are distinguished as external content with a disclaimer: "A Message from [Company Name]."

**Specifications**
- Color image: 650w x 250h pixels
- URL for "learn more" button to link to
- 60 word max description, may include hyperlinks

**Price**
- $250/issue in Catalyst
- $350/issue in Weekly Update

*Content is due 7 days before publication.*
A Sponsored Blog Ad is a longform ad that reaches the widest audience on the Grand Rapids Chamber's blog. This type of ad strengthens your organization's SEO while sharing useful or helpful information.

Sponsored Blog Ads are distinguished as external content by a "sponsored content" tag on the website and subheading on the newsletter.

Content is published on:
- The newsroom page indefinitely
- The home page for a limited time
- And highlighted in one weekly update newsletter

Specifications
- Text: 500-750 words, may include hyperlinks
- Color image: 650w x 250h pixels
- Up to four images (optional)
- Author's name and title (optional)

Price
$500/issue
$1,450/three issues

Content is due 7 days before publication.
A **Home Page Website Ad** garners the most traction on the Chamber’s most popular webpage.

This opportunity includes one ad space for the entire month. Content cannot be switched out during the course of that month.

This is an *exclusive opportunity*.

**Specifications**
- Color image (for desktop display): 970w x 90h pixels
- Color image (for mobile display): 320w by 50h pixels
- URL for image to link to

**Price**
- $500/month
- $1,450/three months

*Content is due 7 days before publication.*
An **Inside Page Website Ad** highlights your brand initiatives on a targeted page of the Grand Rapids Chamber's website.

This opportunity includes one ad space for the entire month. Content cannot be switched out during the course of that month.

**Specifications**
- Color image: 336w x 280h pixels
- URL for image to link to

**Price**
$350/month  
$1,000/three months

The following webpages are available for advertising (pending availability):

- ATHENA Grand Rapids  
- OutPro  
- Create Great Leaders Alumni Network  
- Emerging Leaders  
- Inclusive Leadership Cohort  
- Leadership Grand Rapids  
- Leadership Transformed  
- Lead Up  
- Women in Leadership  
- ELEVATE  
- Mosaic Business Collective  
- CEO & Management Roundtables  
- Diversity & Inclusion Consulting

*Content is due 7 days before publication.*
Advertising opportunities are reserved for Chamber members only. Artwork and creative content should be sent to Elizabeth Cyr at elizabeth@grandrapids.org.

The Grand Rapids Chamber does not create content on behalf of members. All creative content must be submitted ready-to-publish.

To book advertising, please reach out to your membership engagement manager or Amanda Hentsch, Director of Membership, at Amanda@grandrapids.org.

Pricing and availability are subject to change.