

# AD MEDIA KIT

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GRAND  
RAPIDS  
CHAMBER

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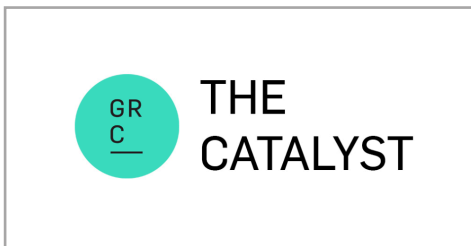
UPDATED JULY 2024

## eNEWSLETTERS

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



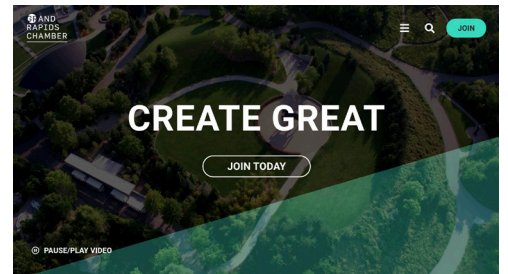
7,700+ subscribers  
39% open rate  
Published weekly  
Shares timely business resources, upcoming event information, business and community news and more



2,000+ 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.*

# Ad Types & Sizes

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**BANNER AD**



**CONTENT BLOCK**



**SPONSORED BLOG**

**WEEKLY UPDATE**



**BLOG POST**



**HOME PAGE WEBSITE AD**



**INSIDE PAGE WEBSITE AD**



# Banner Ad

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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

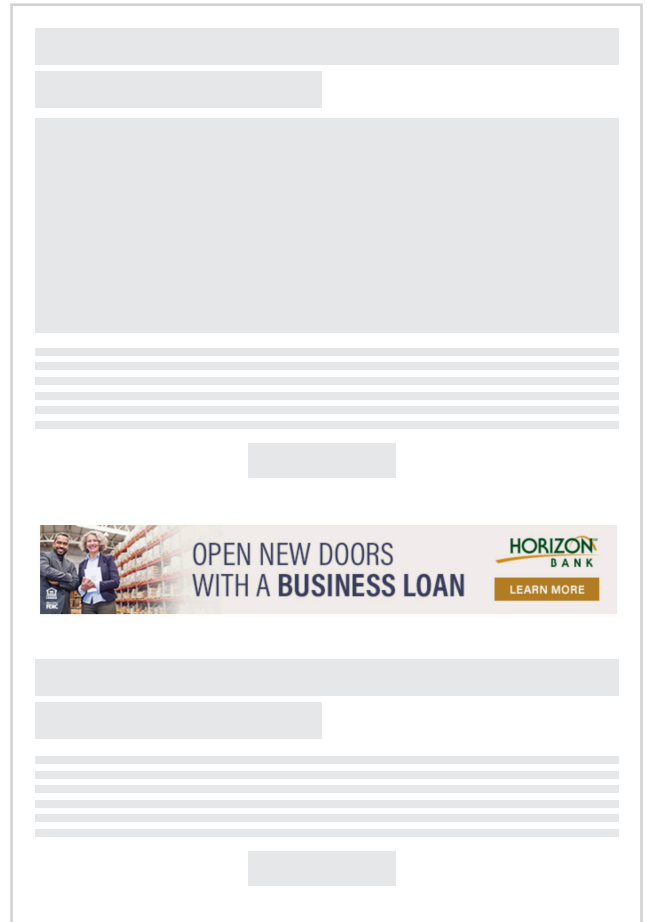
## Price

\$150/issue in Catalyst

\$250/issue in Weekly Update

*Content is due 7 days before publication.*

## WEEKLY UPDATE OR CATALYST



# Content Block Ad

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.*

## WEEKLY UPDATE OR CATALYST



A Message from TGW Systems, Inc.



Changing customer habits, global trends, and unexpected crises continue to cause unpredictable sales distribution and supply chain challenges. While everyone wishes they had a crystal ball that could answer tough questions like ecommerce growth, the fate of retail stores, and how to ship faster, there is no such thing. But fortunately, automation from TGW can help you Master the Unpredictable.

[LEARN MORE](#)

# Sponsored Blog Ad

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)

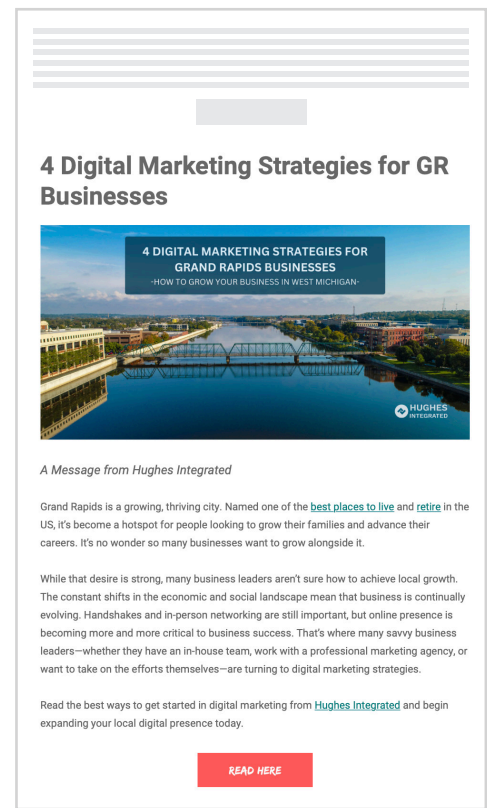
## Price

\$500/issue

\$1,450/three issues

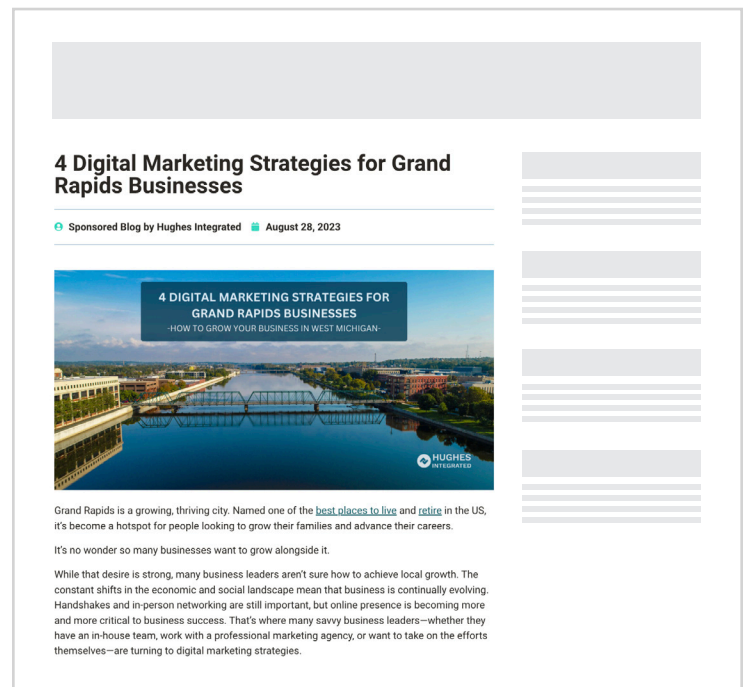
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## WEEKLY UPDATE



The image shows a preview of a weekly update newsletter. At the top, there are several horizontal lines representing text. Below that is a large image of a bridge over a river in Grand Rapids, Michigan. The image has a dark overlay with white text that reads "4 DIGITAL MARKETING STRATEGIES FOR GRAND RAPIDS BUSINESSES" and "HOW TO GROW YOUR BUSINESS IN WEST MICHIGAN". The Hughes Integrated logo is in the bottom right corner of the image. Below the image, there is a subheading "4 Digital Marketing Strategies for GR Businesses". Underneath that is a small text block: "A Message from Hughes Integrated". This is followed by a paragraph of text: "Grand Rapids is a growing, thriving city. Named one of the best places to live and retire in the US, it's become a hotspot for people looking to grow their families and advance their careers. It's no wonder so many businesses want to grow alongside it." Another paragraph follows: "While that desire is strong, many business leaders aren't sure how to achieve local growth. The constant shifts in the economic and social landscape mean that business is continually evolving. Handshakes and in-person networking are still important, but online presence is becoming more and more critical to business success. That's where many savvy business leaders—whether they have an in-house team, work with a professional marketing agency, or want to take on the efforts themselves—are turning to digital marketing strategies." A final paragraph reads: "Read the best ways to get started in digital marketing from Hughes Integrated and begin expanding your local digital presence today." At the bottom right, there is a red button with the text "READ HERE".

## BLOG POST



The image shows a preview of a blog post. At the top, there is a large grey rectangular area. Below that is the title "4 Digital Marketing Strategies for Grand Rapids Businesses". Underneath the title is a small text block: "Sponsored Blog by Hughes Integrated" and "August 28, 2023". Below this is a large image of a bridge over a river in Grand Rapids, Michigan, with a dark overlay and white text that reads "4 DIGITAL MARKETING STRATEGIES FOR GRAND RAPIDS BUSINESSES" and "HOW TO GROW YOUR BUSINESS IN WEST MICHIGAN". The Hughes Integrated logo is in the bottom right corner of the image. Below the image, there is a subheading "4 Digital Marketing Strategies for Grand Rapids Businesses". This is followed by a paragraph of text: "Grand Rapids is a growing, thriving city. Named one of the best places to live and retire in the US, it's become a hotspot for people looking to grow their families and advance their careers. It's no wonder so many businesses want to grow alongside it." Another paragraph follows: "While that desire is strong, many business leaders aren't sure how to achieve local growth. The constant shifts in the economic and social landscape mean that business is continually evolving. Handshakes and in-person networking are still important, but online presence is becoming more and more critical to business success. That's where many savvy business leaders—whether they have an in-house team, work with a professional marketing agency, or want to take on the efforts themselves—are turning to digital marketing strategies."

# Home Page Website Ad

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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.*

## WEBSITE



# Inside Page Website Ad

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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

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- 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.*

## WEBSITE





## General Information

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**Advertising opportunities are reserved for Chamber members only. Artwork and creative content should be sent to Elizabeth Cyr at [elizabeth@grandrapids.org](mailto: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](mailto:Amanda@grandrapids.org).

Pricing and availability are subject to change.



250 Monroe NW, Suite 150, Grand Rapids, MI 49503  
616.771.0300  
[grandrapids.org](http://grandrapids.org)