

# 2020 CALGARY CHAMBER ADVERTISING RATE CARD

MEMBERS ONLY OFFER



It's  
Grow  
Time

# Use targeted advertising to expand your reach in the Calgary business community

Whether you're looking to promote your company or strengthen your brand, celebrate a win or fill an event, we can help you tap into the local business community through our unique advertising opportunities.

If you're looking for a unique and cost-effective way to reach Calgary's high-level business professionals across a variety of sectors, the Calgary Chamber offers tremendous targeted business-to-business advertising opportunities.

By advertising on CalgaryChamber.com or in our weekly electronic newsletter, Chamber Pulse, you are putting your company's message directly in front of some of Calgary's most influential decision makers.

***Advertising through the Calgary Chamber is only available to Calgary Chamber members. To learn more about membership email [membership@calgarychamber.com](mailto:membership@calgarychamber.com)***

Our audience consists of Calgary Chamber members and other high-level business subscribers from Calgary and the surrounding areas.

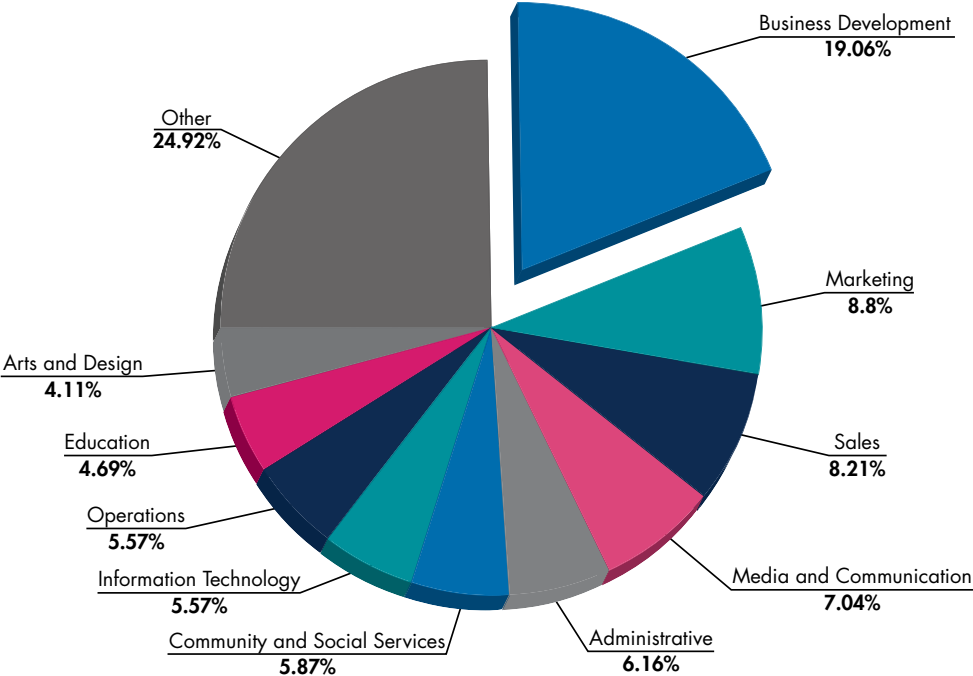


Contact [marketing@calgarychamber.com](mailto:marketing@calgarychamber.com) or your relationship manager to book.

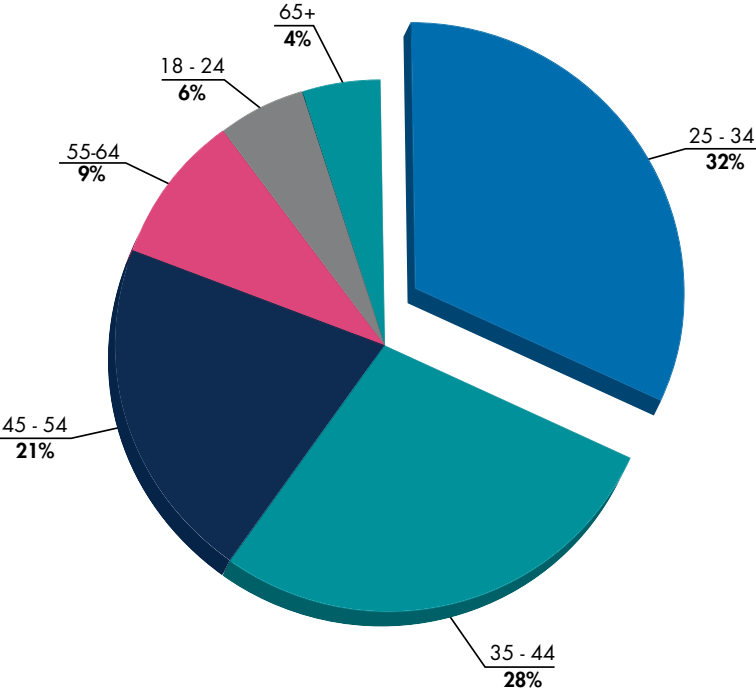
# Website Audience

80% of the largest companies in Alberta are Calgary Chamber members.

### WEBSITE AUDIENCE BY CATEGORY (TOP 10)



### WEBSITE AUDIENCE BY AGE



Contact [marketing@calgarychamber.com](mailto:marketing@calgarychamber.com) or your relationship manager to book.



# Chamber Pulse

Chamber Pulse is the Calgary Chamber's weekly eNewsletter, developed to provide subscribers with a variety of timely and relevant business information. Sent out every Tuesday, Chamber Pulse is formatted for quick reading and provides convenient links to further information and event registration.

## CONTENT OUTLINE

- Expanding your influence: Our policy department breaks down business issues to see how they affect you.
- Connect at upcoming events: Opportunities to make the connections you need to take your business to the next level while gaining insights from industry leaders
- Tips to grow your business: A list of the business articles we're reading to help you be a better professional and your business to be more successful, plus a tip to navigate the shifting digital landscape.
- Member insights: Shines a spotlight on Chamber members, and shares information on the great Bottom Line Booster discount programs members have exclusive access to.

To review past issues, please visit

[calgarychamber.com/resources/newsletters/chamberpulse-newsletter-archive/](http://calgarychamber.com/resources/newsletters/chamberpulse-newsletter-archive/)

## THINGS TO KNOW ABOUT AD PLACEMENTS

- All advertisements must run during consecutive weeks.
- Artwork must be submitted by the Friday prior to placement as a final file.
- Static images only, no animated GIFs or Flash files.
- Make sure you include a URL or email address you want the image to link to.
- Ads are placed in random order, unless you purchase Tier 1.



## RATES AND TECHNICAL SPECIFICATIONS

<b>Distribution</b>	9,000 business professionals
<b>Frequency</b>	Published every Tuesday (excluding holidays)
<b>Engagement</b>	25% open rate and 13% click-through rate (2018 average)

### BIG BOX BANNER AD

<b>Dimensions</b>	300w x 250h pixels
<b>File size</b>	Less than 60KB
<b>File format</b>	JPEG or PNG (GIFs and PDF will not be accepted)

<b>1 week</b>	Any Tier	\$300
	Tier 1	\$400
<b>4 weeks</b>	Any Tier	\$1,050
	Tier 1	\$1,400
<b>8 weeks</b>	Any Tier	\$1,900
	Tier 1	\$2,400



Contact [marketing@calgarychamber.com](mailto:marketing@calgarychamber.com) or your relationship manager to book.

# CalgaryChamber.com

As the voice of business in Calgary, your ad on CalgaryChamber.com is seen by our city's business leaders. Increase awareness of your company's offerings, promote an upcoming event or show off your industry leading excellence to the right people who could use a great company like yours.

## THINGS TO KNOW ABOUT AD PLACEMENTS

- All advertisements must run during consecutive weeks.
- Artwork must be submitted by the Friday prior to placement as a final file.
- Static images only, no animated GIFs or Flash files.
- Make sure you include a URL or email address you want the image to link to.
- Ads are placed in random order, unless you purchase Tier 1.



Membership

Events

Advocacy

Get Involved

News & Media

About

Contact

Member Login

Join →

## RATES AND TECHNICAL SPECIFICATIONS

### BIG BOX BANNER AD

<b>Impressions</b>	Over 8,000 unique visitors per month (2019 average)
<b>Dimensions</b>	1588w x 894h pixels
<b>File size</b>	Less than 2 MB
<b>File format</b>	JPEG or PNG (GIFs and PDF will not be accepted)
<b>Description</b>	12 words about your ad

<b>1 week</b>	\$150
<b>4 weeks</b>	\$450
<b>8 weeks</b>	\$750

### FEATURED MEMBERS



#### Organize Projects Spreadsheets and Pricess in Infinity

Trello on steroids.

[Learn more →](#)



#### download the guide

Apply the data fro 4 key buyer personas to create truly personalized shopping journeys

[Learn more →](#)



#### Become a Flywheel Agency Partner

Become an exclusive Flywheel Agency Partner and reseel hosting without any of the extra hassles.

[Learn more →](#)



Contact [marketing@calgarychamber.com](mailto:marketing@calgarychamber.com) or your relationship manager to book.

# Social media

Social media is a powerful tool. Advertising with the Chambers Facebook, LinkedIn, and Twitter gives you access to an established following of industry professionals in Calgary.

## THINGS TO KNOW ABOUT SOCIAL MEDIA ADVERTISING

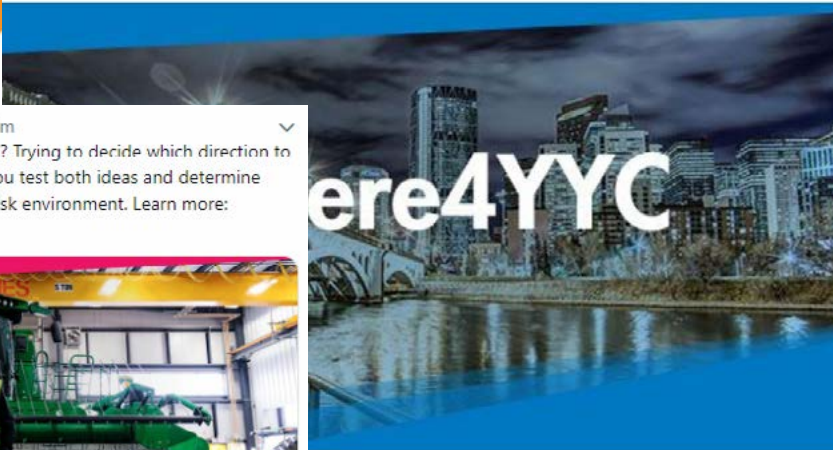
- All artwork must be submitted in JPEG or PNG less than 60KB
- Include URL, and relevant handles and hashtags
- Please submit content the Friday before the week you want the post to be shared
- Specify which channel you would like the post to run on (twitter, facebook, LinkedIn)

 **The Calgary Chamber of Commerce**  
February 12 at 9:32 AM · 🌐

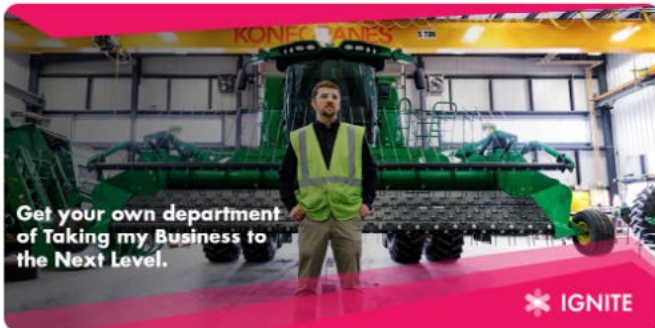
Today we celebrate Canada's Agriculture Day significant contribution Alberta's agriculture bu our economy and communities. Agriculture ha of Alberta's provincial identity and we continue businesses and the people that drive them.

 **Calgary Chamber of Commerce**  
8,254 followers  
4h · 🌐

Cash and culture should be a priority when navigating your business through COVID-19. We've compiled HR resources to support your business and your employees.



 **Calgary Chamber** @CalgaryChamber · 44m  
Are you at a fork in the road in your business? Trying to decide which direction to grow? Ignite Business Accelerator will help you test both ideas and determine which one is more viable in a low-cost, low-risk environment. Learn more: [calgarychamber.com/programs/ignite...](http://calgarychamber.com/programs/ignite...)



## REACH

Reach	Likes	Monthly Reach	Monthly Engagement Rate
<b>Facebook</b>	4,000	6,000	2.75%
<b>LinkedIn</b>	5,500	18,000	3.26%
<b>Twitter</b>	19,000	116,000	1.1%

## RATES

**Facebook** \$100 per post  
**LinkedIn** \$200 per post  
**Twitter** \$300 per post



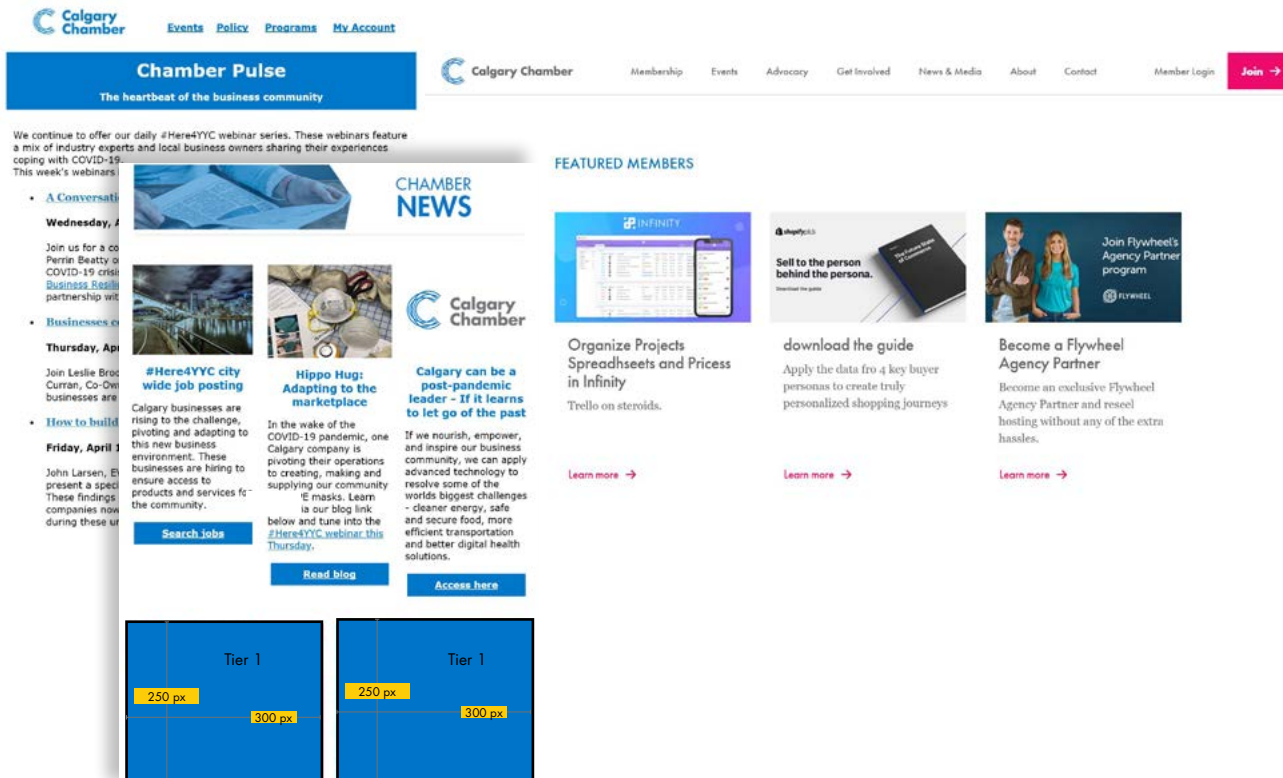
Contact [marketing@calgarychamber.com](mailto:marketing@calgarychamber.com) or your relationship manager to book.

# Amplify Boost

Amplify Boost gives you the best of all worlds by including a big box banner ad in Chamber Pulse, and on CalgaryChamber.com, along with a social media post where you can advertise your company's products and services to thousands of Calgary business professionals at a very affordable rate.

## THINGS TO KNOW ABOUT AD PLACEMENTS

- All advertisements must run during consecutive weeks.
- Artwork must be submitted by the Friday prior to placement as a final file.
- Static images only, no animated GIFs or Flash files.
- Make sure you include a URL or email address you want the image to link to.
- Ads are placed in random order, unless you purchase Tier 1.



## RATES AND TECHNICAL SPECIFICATIONS

### BIG BOX BANNER AD PULSE

- Impressions** Over 8,000 unique visitors per month (2018 average)
- Dimensions** 300w x 250h pixels
- File size** Less than 60KB
- File format** JPEG, PNG

### BIG BOX BANNER AD WEBSITE

- Impressions** Over 8,000 unique visitors per month (2019 average)
- Dimensions** 1588w x 894h pixels
- File size** Less than 2 MB
- File format** JPEG or PNG (GIFs and PDF will not be accepted)
- Description** 12 words about your ad

### WHAT YOU GET

- 4 weeks in eConnecting
- 2 weeks on calgarychamber.com
- 1 share on social media

**\$1,000**



Contact [marketing@calgarychamber.com](mailto:marketing@calgarychamber.com) or your relationship manager to book.