

# SARATOGA COUNTY CHAMBER ADVERTISING

## BANNER ADS

The Chamber of Commerce's web site receives over 1 million visits per year. By purchasing a banner on [www.saratoga.org](http://www.saratoga.org), you will be placing your company's name in front of these potential customers. The site is the leading portal website for Saratoga County.

### 2010 Rates For Online Advertising Banner Ads

Premium Pages (4,000+ impressions per month)	\$3000 per yr.
Tier I Pages (2,000+ impressions per month)	\$1500 per yr.
Tier II Pages (500+ impressions per month)	\$500 per yr.
Tier III Pages (250+ impressions per month)	\$250 per yr.

## SPECIAL SECTION WEB LISTINGS - \$75

Additional listings for restaurants, attractions, retail stores and lodging properties are available under the Visitor and Tourism section of the site. You will be able to easily reach potential customers and visitors with links, pictures and a detailed description of your business.

## EMAIL ADVERTISING - \$100

You can promote your business to over 2,500+ area business leaders that receive the Chamber's bi-monthly email. There are two spots per email.

## NEWSLETTER ADS - \$400

Reach over 2,800 members with a 1/3 page ad in our monthly newsletter. Only three newsletter ads are included per month and each advertiser appears on a separate page. The newsletter can also be viewed online for a full year.

## RELOCATION MAILINGS - \$100

Reach prospective new residents through the Chamber's relocation packets, mailed out upon request. We will insert your 4x9 promotional piece into our relocation packet for the year. Only 10 full-member firms will be allowed to participate.

## MEMBERSHIP DIRECTORY ENHANCED LISTING ONLINE AND PRINT - \$100

All of our membership is listed automatically in our annual print and online directory. To increase your visibility, purchase an enhanced listing. Your listing will be bold and highlighted to stand out when someone is searching for a member in your category.

## MEMBERSHIP DIRECTORY ADS

As a member of the Chamber, your company is automatically listed in the annual directory, but you can have a stronger presence by advertising in the publication. Over 4,000 of these member directories and community guide books are distributed to members, government agencies, private and public sector purchasing agents, realty offices and new residents. Full page ads are available and include one Tier III banner ad (see banner ads) on a page of your choice on [www.saratoga.org](http://www.saratoga.org) and an enhanced listing, a \$425 value. Deadline for this publication is November 10.

### 2010 Saratoga County Chamber of Commerce Print Directory Advertising Rates:

Back Cover Full Color Ad	\$2,700
Full Page Black and White Ad	\$1,800
Inside Front Cover Full Color Ad	\$2,100
Inside Back Cover Full Color Ad	\$1,900

**CONTACT GREG DIXON OR ANNAMARIA DALTON TO PARTICIPATE:  
584-3255 WWW.SARATOGA.ORG**

# SARATOGA COUNTY CHAMBER SPONSORSHIP

## ANNUAL DINNER

The Chamber's Annual Dinner is the most anticipated Chamber event of the year. Sponsor recognition is prominently displayed both at the event as well as in member materials for months prior. This special event acknowledges the Chamber volunteers, our members and the outgoing chair of the Board of Directors. Support your Chamber and share this support with your colleagues by having your company prominently displayed.

Platinum Sponsorship (limited to 2)	\$3,000
Gold Sponsorship (limited to 6)	\$1,500
Table Sponsorship (no limit)	\$750
Reception Sponsorship (limited to 4)	\$500

*contact us to find out the benefits at each level*

## BUSINESS SHOWCASE - \$1,000

This annual show features over 150 exhibitors and attracts over 1,200 attendees, both members and the public. Sponsorship includes a double booth, placement of banner, recognition in all print advertising, mailings, newsletters and event signing.

## GOLF TOURNAMENT

Over 120 Chamber members look forward to time together at this tournament. There are a variety of sponsorship options available ranging from \$100 - \$500. Donated prizes are also given to the players.

## MONTHLY MIXERS - \$250

Mixers are a favorite event of the membership; average attendance is over 250. Sponsor a mixer and you will have a table available at the event for literature about your company, your name and logo in the newsletter and recognition at the event. Your company name will also appear in our twice a month email blasts to our membership, listing you as sponsoring the event.

## THIRD THURSDAY BREAKFASTS - \$200

Each month a relevant speaker is brought in to share information with our members. A representative from your company can welcome the attendees at the event and your company name and logo will be printed in our newsletter. Your company name will also appear in our twice a month email blasts to our membership, listing you as sponsoring the event.



**CONTACT KATHLEEN LUCEY OR  
JEFF SHINAMAN TO SPONSOR:  
584-3255 WWW.SARATOGA.ORG**