

# ARLINGTON CHAMBER OF COMMERCE

P.O. Box 545  
Arlington, TN 38002  
Phone 901-867-0545  
Fax 901-867-4066  
<http://www.arlingtontnchamber.com>

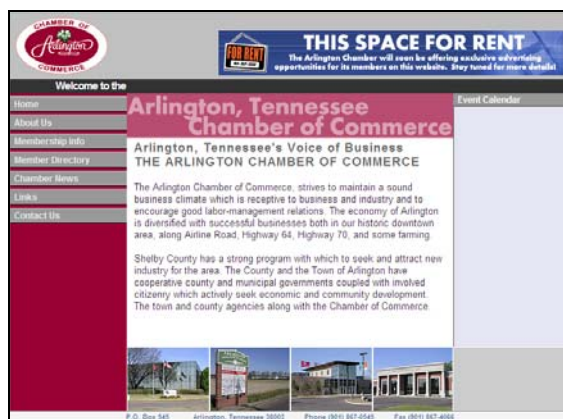
## WEBSITE ADVERTISING PROGRAM



**WWW.ARLINGTONTNCHAMBER.COM**

Why market on the Arlington Chamber website?

- Historically, the Arlington Chamber has been the resource for reliable business information
- The Arlington Chamber's website links qualified consumers directly to you
- This new benefit is a "quantifiable" marketing/advertising program
- Across the country, people use chambers of commerce as a primary resource for visitor and relocation information
- This newly available benefit is provided exclusively to Arlington Chamber members
- The Arlington Chamber has a significant natural volume expected to grow significantly in the coming years
- The Arlington Chamber Web link provides accurate referrals 24 hours a day, 7 days a week to your business



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## Sponsorship/Advertising Opportunities

### Level One Sponsorship Position

**Price:** \$1500 per year

**Number available:** 4

**Description:** Advertising on the home page is **the** primary position on the Arlington Chamber's website. A rotating banner advertisement is placed at the top of the home page of the website. A link to your URL will take visitors directly to your website. Advertisers at this level may purchase **Level 2** and **Level 3** sponsorships at **50% off** and receive an **Enhanced Listing** in the online directory at no additional charge. This page is the first page level of sponsorship opportunities and is a portal to further pages.

### Level Two Sponsorship Position

**Price:** \$750 per year

**Number available:** 4 per primary page

**Description:** This premium advertising opportunity provides your company exposure to users accessing the Arlington Chamber's primary pages. Advertisers are positioned on one of the Arlington Chamber's primary pages, provided links and are evenly rotated. These are the principal opening pages for users looking for specific information on the Chamber's website. Available pages include: About Us page, Membership Info page, Member Directory main page, Chamber News main page, Links page, and Contact Us page. Advertisers at this level may purchase **Level 3** sponsorships at **50% off** and receive an **Enhanced Listing** in the online directory at no additional charge.

### Level Three Sponsorship Position

**Price:** First ad \$300 per year, each additional Level 3 ad \$150 per year

**Number Available:** 4 per directory category

**Description:** Level Three sponsors are provided excellent exposure to users reviewing a specific major category within the online chamber member directory (i.e. Banks, Restaurants, Law Firms). Advertisers are provided a banner ad, **located at the top of the category page**, and are evenly rotated in 3 second intervals. Choose the directory pages that will target visitors inquiring about your goods and services. A click on your banner ad takes the user directly to your website. Advertisers at this level also receive an **Enhanced Listing** in the online directory at no additional charge.

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## **Featured Directory Placement**

**Price:** \$250 per year

**Number Available:** 2 per directory category

**Description:** Bring your business to the top of the alphabetical listing in your directory category by purchasing a featured placement. Limited to 2 listings per business category and may be purchased in any or all of the categories in which you are listed. If featured placement is purchased, your company's name will appear first in the categorical search results. Businesses with featured placement will not be listed in alphabetical order.

## **Enhanced Directory Listing**

**Price:** \$100 per year

**Number Available:** Unlimited

**Description:** Make sure your business gets noticed with an enhanced listing in the online business directory. We will work with you to enhance your directory listing. Ad features may include your company logo, a highlighted box, and up to 2 lines of text to better describe your business and call attention to your listing. If additional category listings are purchased, your enhanced listing will appear in all categories in which you are listed.

## **Additional Category Listings**

**Price:** \$50 per year per category

**Number Available:** Unlimited

**Description:** Each Chamber member receives one (1) primary business directory category listing free of charge. Purchase listings in additional categories for \$50 per year per category. Your business will appear under the selected business categories in the online member directory with other listed businesses in alphabetical order.

## **HotLink**

**Price:** FREE!

**Description:** Each Chamber member receives a link to their company's website and primary e-mail address free of charge. A **hotlink** makes it very easy for your potential customers to access your own website or to request information from you via e-mail. The hotlink allows customers to access your website on the spot. It is more likely that they will actually enter your website to see what services and products you offer. Links appear for all categories in which your company is listed.

## **Banner Ad Requirements**

Banner advertisements should be submitted via e-mail in either GIF or JPG format. Ads should be full color and **MUST** be exactly 468 pixels wide by 60 pixels high. Please let us know if you require assistance with designing or creating your banner ad!

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## Arlington Chamber Online Advertising Application

Dear Chamber Member,

Thank you for choosing to enhance your listing on the Arlington Chamber of Commerce website, the leading source for business information in Arlington. Not only are you helping to promote your business, but you are also benefiting from the fastest growing segment in marketing and sales today. Please complete and sign this agreement where indicated, and fax it back to the Chamber office at (901) 867-4066.

|                   |                   |       |     |
|-------------------|-------------------|-------|-----|
| Organization Name | Business Category |       |     |
| Contact Person    | Title             |       |     |
| Address           | City              | State | Zip |
| Phone             | Fax               |       |     |
| Website           | E-Mail Address    |       |     |

| Item                  | Category | Qty | Rate     | Total |
|-----------------------|----------|-----|----------|-------|
| Level 1 Position      |          |     | \$ 1,500 |       |
| Level 2 Position      |          |     | \$ 750   |       |
| Level 3 Position      |          |     | \$ 300   |       |
| Featured Placement    |          |     | \$ 250   |       |
| Enhanced Listing      |          |     | \$ 100   |       |
| Additional Categories |          |     | \$ 50    |       |
| HotLink               |          |     | \$ FREE  |       |
| Comments:             |          |     |          |       |

Submit full payment by check payable to: **Arlington Chamber of Commerce**

|           |            |      |
|-----------|------------|------|
| Signature | Print Name | Date |
|-----------|------------|------|

*Thank You for Supporting the Arlington Chamber of Commerce!*