

# Packaged Advertising Deals

## Printed Publications



GREATER  
CONCORD  
CHAMBER  
OF COMMERCE

[membership@concordnhchamber.com](mailto:membership@concordnhchamber.com)

(603) 224-2508 • [concordnhchamber.com](http://concordnhchamber.com)

### Ultimate Exposure Package:

- Full page color ad in the Guidebook to Greater Concord (\$2,769 value)
- Full page grayscale ad in the printed Membership Directory (\$840 value)
- Pick one of the following options:
  - Get on the map! Full panel color ad in the Map & Guide (\$1,315 value)
  - Reach Professionals (Tier 2)

Total cost: \$4,675 (**Save \$250!**)

### Impact Package:

- Quarter page color ad in the Guidebook to Greater Concord (\$1,405 value)
- Half page grayscale ad in the printed Membership Directory (\$600 value)
- You pick one of the following options:
  - Get on the map! Half panel color ad in the Map & Guide (\$740 value)
  - Reach Professionals (Tier 3)

Total cost: \$2,600 (**Save \$145!**)

### Introduction Package:

- Eighth page grayscale ad in the Guidebook to Greater Concord (\$499 value)
- Quarter page grayscale ad in the printed Membership Directory (\$480 value)
- You pick one of the following options:
  - Get on the map! Quarter panel color ad in the Map & Guide (\$515 value)
  - Reach Professionals (Tier 4)

Total cost: \$1,420 (**Save \$75!**)

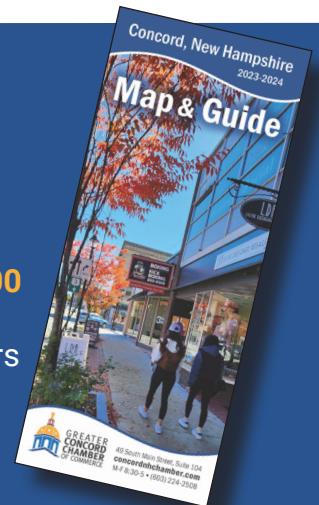
### Tourism Package:

- Half page color ad in the Guidebook to Greater Concord (\$2,053 value)
- Half panel color ad in the Map & Guide (\$740 value)

Total cost: \$2,650 (**Save \$145!**)

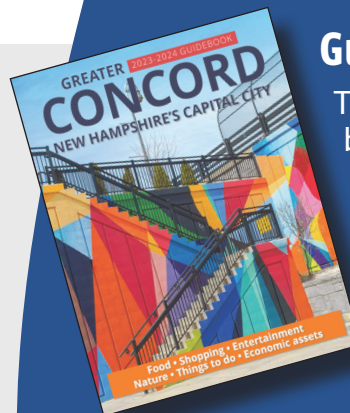
### Map & Guide

Our popular fold-out map highlights key attractions, restaurants and much more in downtown Concord. **30,000** copies are printed and distributed to Visitor Centers across the state, area businesses, and mailed to travelers and new residents.



### Guidebook to Greater Concord

This glossy magazine features beautiful photos, lists of local restaurants, and things to do in the Capital Region. **7,000** copies are printed and distributed to Visitor Centers, and mailed to travelers and new residents.



### Membership Directory

This handy guide features nearly 900 businesses, listed alphabetically and categorically with contact info, website links and much more. **1,300** copies are printed and distributed to the Greater Concord business community.



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## Reach Professionals

### Tier 1:

- 12 months of banner ads on the Chamber website (\$1,500 value)
  - 6 months of banners ads in the Chamber's printed newsletter (\$300 value)
  - 8 ads in the Chamber's e-newsletter (\$640 value)
- Total cost: \$2,160 (**Save \$280!**)

### Tier 2:

- 12 months of tile ads on the Chamber website (900 value)
  - 6 months of tile ads in the Chamber's printed newsletter (\$240 value)
  - 4 ads in the Chamber's e-newsletter (\$320 value)
- Total cost: \$1,300 (**Save \$160!**)

### Tier 3:

- 6 months of tile ads on the Chamber's website (\$450 value)
  - 2 months of tile ads in the Chamber's printed newsletter (\$150 value)
  - 2 ads in the Chamber's e-newsletter (\$160)
- Total cost: \$720 (**Save \$40!**)

### Tier 4:

- 4 months of tile ads on the Chamber's website (\$300 value)
  - 2 months of tile ads in the Chamber's printed newsletter (\$150 value)
  - 1 ad in the Chamber's e-newsletter (\$80)
- Total cost: \$500 (**Save \$30!**)

## Enhance your business listing!

Make your business stand out in our go-to Membership Directory for \$100 a year. Benefits include company listing displayed before others, logo, extra categories, map, opportunity to upload photos, videos, and display store hours (online); your business info will be marked bold (print).



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## Save time and money!

Book all your Chamber ads for the year to save time on emails and phone calls with our team. Plus, you'll receive ad discounts!

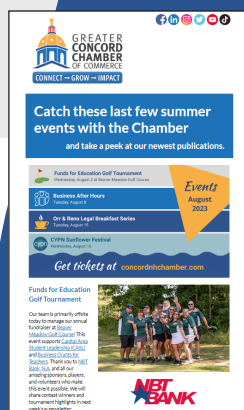
### Website

This go-to website for Chamber members and the community attracts over **7,000** page views per month. Banner ads receive approximately **21,000** impressions per month; tile ads receive **5,000**.



### E-Newsletter

Our email newsletter is sent to **3,000** of the area's top professionals, with a outstanding **15-18% click through rate**. These communications are filled with event invitations, colorful photos, community news, and more.



### Printed Newsletter

This publication includes 6-8 pages of articles, colorful photos, a meeting and events calendar, and more. It is mailed to over **1,100** contacts from our membership.

