



MARKETING OPPORTUNITIES



Driving San Diego Business

MISSION STATEMENT

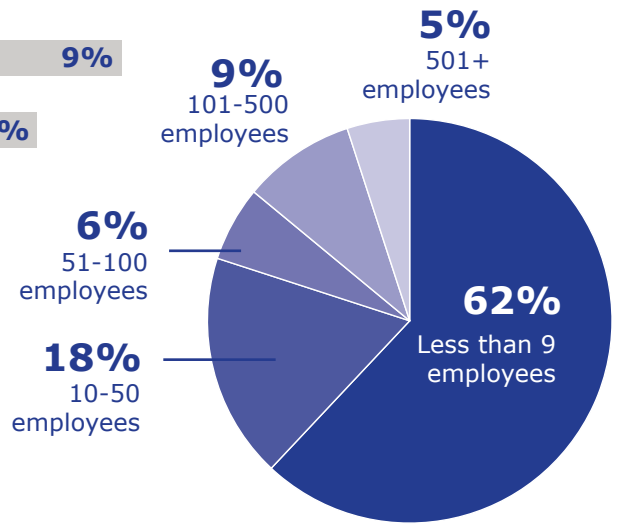
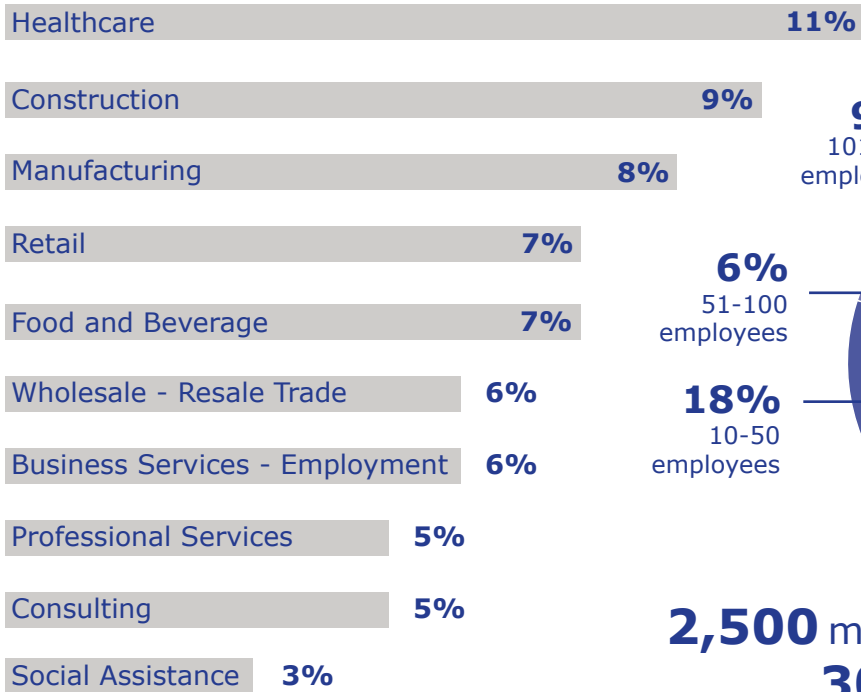
The leading, most effective advocate and voice for business policy and connections in the San Diego-Baja California region.

As the leading voice for the Cali-Baja regional business community, the San Diego Regional Chamber of Commerce is the perfect vehicle to drive business to your company. Why advertise with the Chamber?

- **Reach:** With 2,500 members representing 300,000 employees, and a substantial audience of engaged online users, the Chamber's reach is unmatched by any organization in the region.
- **Targeted:** Through our robust and data-driven communications, the Chamber delivers your message to a specific, targeted audience spanning a wide variety of industries.
- **Credibility:** As the trusted voice of the business community, the Chamber leverages its high visibility and reputation to boost credibility for your business.

Whether you are a small business owner or the leader of a large regional firm, we can provide a cost-effective package that will deliver results and meet your bottom line.

OUR MEMBERS



2,500 members representing **300,000** employees

OUR REACH



MEDIA OPPORTUNITIES

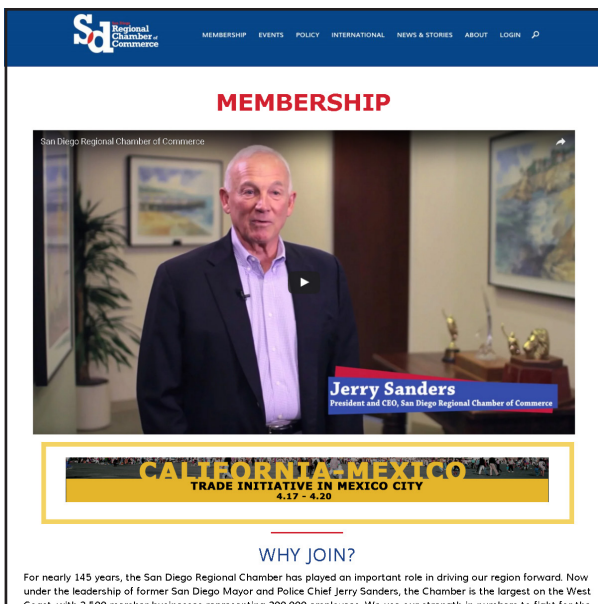
The Chamber offers a wide selection of advertisement opportunities for both members and non-members.

WEB

MEMBERSHIP: BANNER AD

One of the Chamber's most-visited online resources, the membership section is an essential tool for prospective members looking to join the Chamber or current members who wish to do business with other Chamber members. Our membership page is the perfect location to call attention to new products or special offerings. Banner ads are prominently placed for one month; advantage pricing is available for multi-month placement.

Requirements: Static (non-animated), web-optimized image with 970 x 90 px dimensions and maximum of four colors. The ad campaign artwork and a tagged URL must be submitted the 15th prior to ad placement date. Each image must be named and identified explicitly.



Sample of Membership Banner Ad



Sample of Events Calendar Banner Ad

EVENTS CALENDAR: BANNER AD

Chamber events draw nearly 17,000 attendees each year, making the Events Calendar one of the biggest drivers of web traffic. Raise awareness for your upcoming seminar or event by placing a banner ad directly on the Events Calendar page. Banner ads remain on the website for one month; advantage pricing is available for multi-month placement.

Requirements: Static (non-animated), web-optimized image with 970 x 90 px dimensions and maximum of four colors. The ad campaign artwork and a tagged URL must be submitted the 15th prior to ad placement date. Each image must be named and identified explicitly.

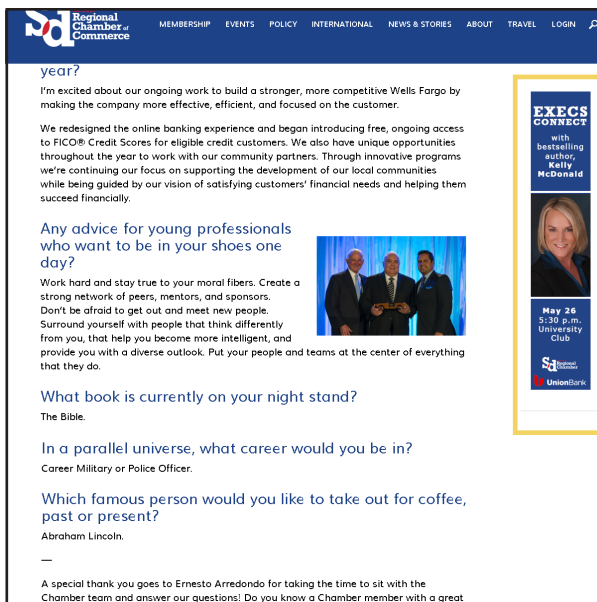
GETTING STARTED

To utilize any of our media opportunities, please contact us at Advertising@sdchamber.org or call (619) 544-1331.

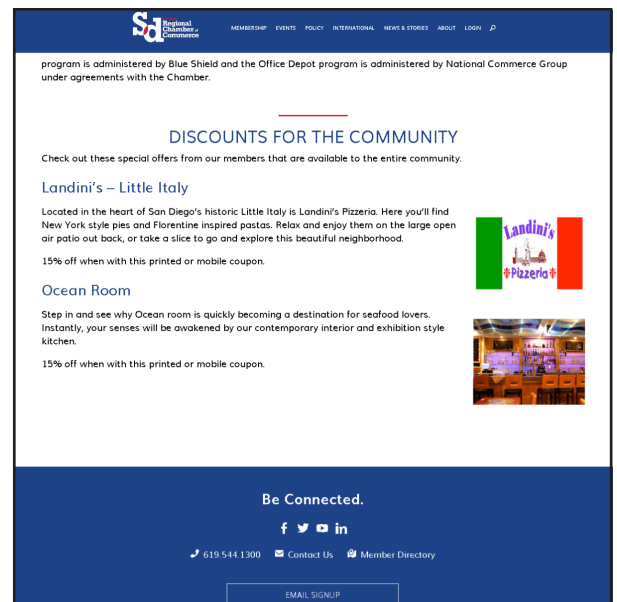
NEWS & STORIES: BANNER AD

The News & Stories section hosts the Chamber's most dynamic content including policy news, member stories, event highlights and updates from the Chamber's President & CEO, Jerry Sanders. Banner ads are an excellent tool to increase visibility for your brand. Purchased ads will remain on the website for one month; advantage pricing is available for multi-month placement.

Requirements: Static (non-animated), web-optimized image with 160 x 600 px dimensions and maximum of four colors. The ad campaign artwork and a tagged URL must be submitted the 15th prior to ad placement date. Each image must be named and identified explicitly.



Sample of News & Stories Banner Ad



Sample of Special Offers

SPECIAL OFFERS FOR CHAMBER MEMBERS

Chamber members are always looking for new opportunities to maximize their membership benefits. Businesses wishing to increase awareness of their products and services may use the Special Offers section to advertise exclusive discounts for Chamber members. Offers are displayed for one month; advantage pricing is available for multi-month placement.

Requirements: Minimum of 50 words describing full terms of the special offer, tagged URL, and a static (non-animated), web-optimized image with 250 x 250 px dimensions. Submissions must be received at least 10 business days prior to the ad placement date.

DISCLAIMER

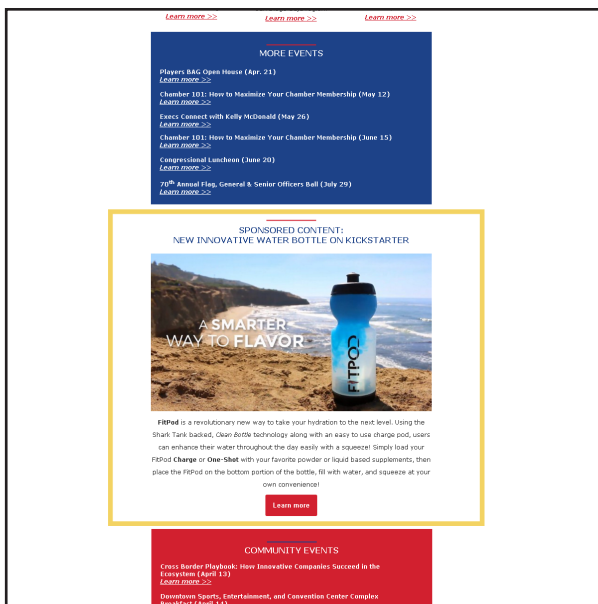
The San Diego Regional of Chamber reserves the right to reject any submission of marketing material.

EMAIL

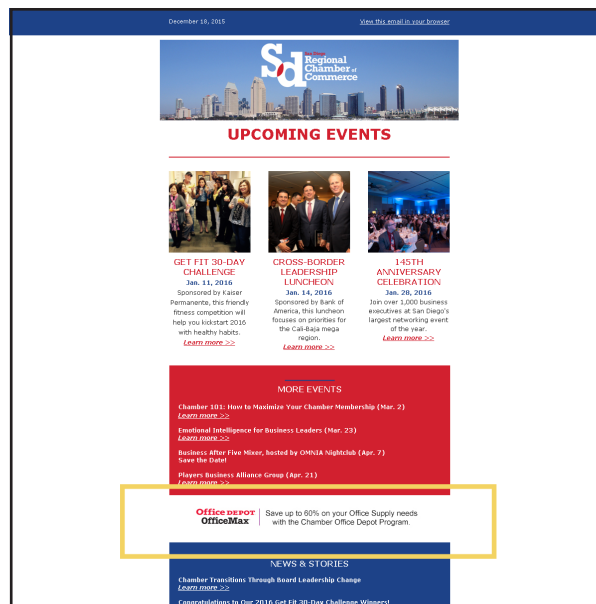
NEWSLETTERS: SPONSORED CONTENT

Chamber newsletters keep members informed about events and activities, policy alerts, business resources, and more. Newsletters are the perfect tool for calling attention to a special announcement or increasing general awareness of your brand. Each sponsored item contains a summary and link to its own News & Stories article. Content space is available in our choice of the following newsletters: *Chamber Digest*, *Policy Update: Domestic and International*, and *Upcoming Events*.

Requirements: At least 250 words submitted using Microsoft Word; two large, high-resolution photos, and a company logo. The ad campaign artwork, content and tagged URL must be submitted the 15th prior to ad placement date. Each image must be named and identified explicitly.



Sample of Sponsored Newsletter Content



Sample of Newsletter Banner Ad

NEWSLETTERS: BANNER AD

Grab members' attention with a banner ad in the Chamber's popular email newsletters! Banner ads are a great way to increase exposure of your brand and drive traffic to your website. Banner ads are prominently placed in all four monthly newsletters; advantage pricing is also available for multi-month ad placement.

Requirements: Static (non-animated), web-optimized image with 728 x 90 pixel dimensions. The ad campaign artwork and a tagged URL must be submitted the 15th prior to ad placement date. Each image must be named and identified explicitly.

GETTING STARTED

To utilize any of our media opportunities, please contact us at Advertising@sdchamber.org or call (619) 544-1331.

SOCIAL

FACEBOOK POST

Facebook is an excellent way to engage San Diego's business community. Gain access to the Chamber's nearly 3,000 Facebook followers by sharing a post about your products, services or events. Posts are limited to 40 words and must include a web-optimized image with 1200 x 628 px dimensions and a tagged URL. *Limited to no more than one post.

TWITTER POST

Leverage the Chamber's 18,000 Twitter followers to increase the visibility of your business. Tweets are limited to 140 characters. A tagged URL is required; a web-optimized image with 1024 x 512 px dimensions is also recommended. *Limited to no more than five posts.

LINKEDIN POST

LinkedIn users are hungry for information that will give them a unique edge in their careers. Establish yourself as a thought leader in your industry by sharing an article with the Chamber's 3,000 LinkedIn followers. Content must be between 350-500 words; a tagged URL and web-optimized image of 800x800 px dimensions must also be submitted. *Limited to no more than one post.

SOCIAL PACKAGE

Take advantage of all social media channels and cross-promote your content via Facebook, Twitter and LinkedIn! Submission requirements remain for all channels. *Limited to no more than three posts.

PRINT

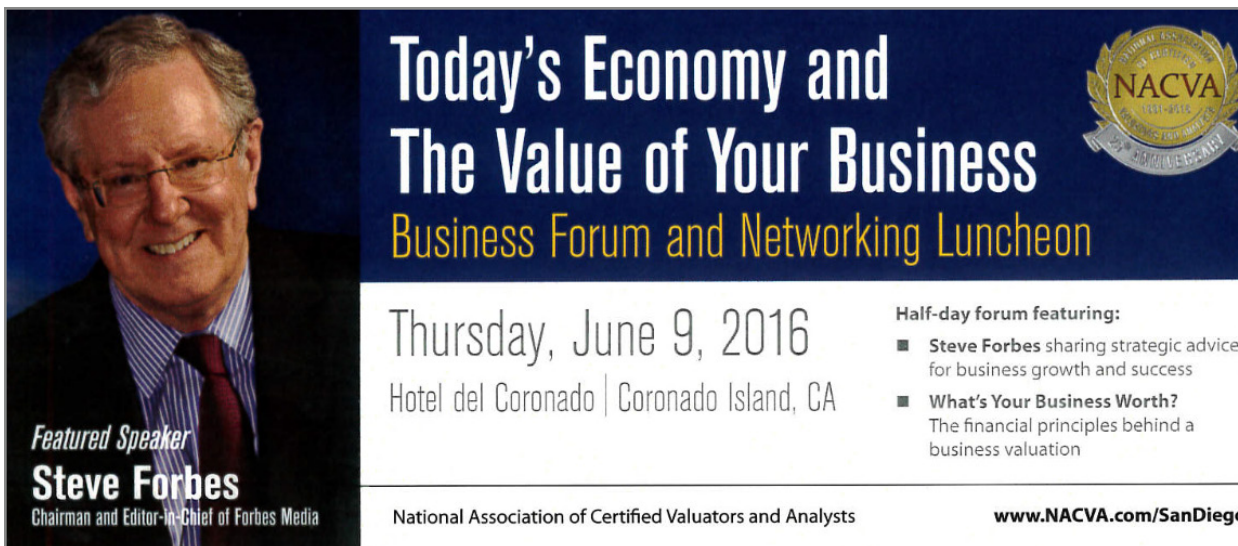
INVOICE MAILER

Invoice mailers are a simple, yet effective means to promote your business to the Chamber membership at large. Each month, the Chamber sends invoices to 200-300 renewing members, complete with information and resources for maximizing membership benefits. Mailers are a great opportunity to increase awareness and traffic to your business through special offers on products or services. In order to target a wide audience of Chamber members, all mailers will be distributed during a 3-month period.

Requirements: Mailers must be printed on 8 x 3.5 inch paper and received by the Chamber office at least two weeks prior to the requested distribution date.

DISCLAIMER

The San Diego Regional of Chamber reserves the right to reject any submission of marketing material.



**Today's Economy and
The Value of Your Business**
Business Forum and Networking Luncheon

Thursday, June 9, 2016
Hotel del Coronado | Coronado Island, CA

Featured Speaker
Steve Forbes
Chairman and Editor-in-Chief of Forbes Media

Half-day forum featuring:

- Steve Forbes sharing strategic advice for business growth and success
- What's Your Business Worth? The financial principles behind a business valuation

National Association of Certified Valuers and Analysts www.NACVA.com/SanDiego

Sample of Invoice Mailer

EVENTS

Increase the visibility of your business by taking advantage of the Chamber's numerous event sponsorship opportunities.

Each year, the Chamber hosts more than 60 events; our attendees represent some of the region's most important and influential corporate leaders, mid-level managers, small business owners, entrepreneurs, young professionals, media personalities, educators, political figures and more. Sponsorship of Chamber events gives your company the opportunity to gain the critical publicity and brand recognition you need in order to succeed in a dynamic marketplace.

Event sponsorship provides an invaluable opportunity to increase your brand recognition, prestige, and credibility. Through sponsorships, the Chamber strives to create a partnership that is beneficial to all who are involved.

For more information on how to find the right sponsorship package for you and your business, contact Sherman Stocker, our Corporate Relations Manager, at sstocker@sdchamber.org or call (619) 544-1354.





Sd
San
Diego
**Regional
Chamber**

402 West Broadway,
Suite 1000
San Diego, CA 92101
P: 619.544.1300
info@sdchamber.org