



CHAMBER COMMUNICATION CHANNELS

Contact Person:

Morgan Huling, Communications Manager

Phone: (305) 446-1657 Ext. 123

Email: mhuling@coralgableschamber.org

CHAMBER e-COMM



The e-Comm is our weekly e-newsletter distributed every Thursday at 3PM to the Chamber’s general membership (3,000+ members). As an additional Chamber benefit, members can place a 50 – 200 word promotion in the e-Comm Member News or Member-To-Member Discount sections with a hyperlink to their website.

The e-Comm is published every Thursday at 3:00 PM, all entries must be submitted the Wednesday prior by Noon.

CHAMBER CONNECTION e-NEWSLETTER

The Coral Gables Chamber of Commerce produces a bi-monthly, full-color e-newsletter, which is hosted on our website and promoted to our entire membership (3,000+) via various e-mail blasts and then archived. This newsletter offers an incredible opportunity for our members to advertise their products and services. It is also available on www.issuu.com. The six bi-monthly issues will run during January 2017, March 2017, May 2017, July 2017, September 2017 and November 2017.



Ad Specifications

- 300 dpi and in CMYK mode
- Accepted file types are EPS, JPG or PDF's (no GIF's or 72 dpi resolution images)

Ad Rates

Business Card Plus

(4.5 x 2.5)

- \$1,250 (6 months)
- \$250 (1 month)

Half Page

Vertical or Horizontal (7.5 x 5.1525)

- \$2,500 (6 months)
- \$500 (1 month)

Quarter Page

Vertical or Horizontal (7.5 x 12.576)

- \$1,500 (6 months)
- \$300 (1 month)

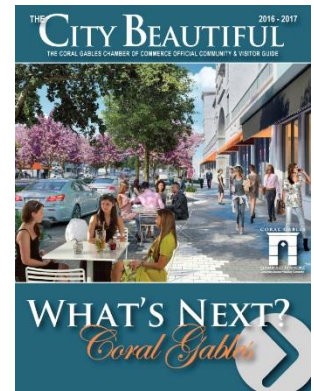
Full Page

(8.5 x 10.9722)

- \$5,000 (6 months)
- \$1,000 (1 month)

CITY BEAUTIFUL MAGAZINE (METRO MAGAZINES)

The City Beautiful Coral Gables' City Guide is published annually in the month of August. It is distributed by direct mail to over 19,000 households in Coral Gables (over 45,000 readers), hotel in-room placement to over 200,000 guests annually in hotels located in Coral Gables, Coral Gables Chamber of Commerce members, newly relocated residents and those seeking tourist, business or relocation information about Coral Gables. The City Beautiful Guide is also distributed to advertisers, the Coral Gables Sustainability Department, the Coral Gables Building and Zoning Department, plus sales promotion and office copies



Ad Specifications

- 300 dpi and in CMYK mode
- Accepted file types are EPS, JPG or PDF's (no GIF's or 72 dpi resolution images)

Early Bird Special Rates: June 28, 2016

Reserve Space Dates: August 1, 2016

Artwork Due: August 8, 2016

Ad Rates

Full Page	\$4,250
<ul style="list-style-type: none"> Full Page (non-bleed) 8" x 10-1/2" Full Page (bleed) 8-3/4" x 11-1/4" 	
Half Page	\$2,995
<ul style="list-style-type: none"> Half Horizontal 7-3/4" x 5" Half Vertical 3-3/4" x 10-1/8" 	
Quarter Page	\$1,995
<ul style="list-style-type: none"> (3-3/4" x 5") 	
Business Card	\$625
<ul style="list-style-type: none"> Business Card (horizontal) 3-1/2" x 2" Business Card (vertical) 2-1/2" x 3" 	

MEMBER TO MEMBER E-BLAST

Build your Brand... with a Professional Business Portrait

Option 1 - April Session - \$149.95 (includes 10 digital photos, 10 physical photos, 10 prints, 10 cards, 10 USB drives, 10 social media posts, 10 email newsletters, 10 social media posts, 10 email newsletters, 10 social media posts, 10 email newsletters)

Option 2 - May 1st to June 30th - \$179.95 (includes 15 digital photos, 15 physical photos, 15 prints, 15 cards, 15 USB drives, 15 social media posts, 15 email newsletters, 15 social media posts, 15 email newsletters)

Call today to book your session!

SnapHappyPhotos.com

The Coral Gables Chamber of Commerce offers Chamber members the exclusive opportunity to access the Chamber's membership via one E-blast. The e-blast is sent to more than 3,000 active, high-impact e-mail addresses.

The Chamber will schedule no more than two different e-blasts from two different companies per week and reserves the right to review content and set parameters for its design size to conform to the Chamber's E-blast program. Each paid E-blast will be blasted once and only once.

Ad Specifications

- All images must be in JPEG (saved for Web) or PNG format
- The width for the E-blast must be 600 pixels, no more/no less
- The height is limited to 900 pixels to mitigate the amount of user scrolling
- All E-blast content must be submitted two weeks in advance of tentative blast date for scheduling and approval after payment has been received
- Individual ad spacing in our newsletter for a week (e-Comm)
- Social Media (Facebook) opportunity by posting "flyer" with blurb and link to website through Chamber's accounts

Ad Rates

- \$400 per blast (\$500 value)

Artwork must be submitted two weeks before the desired run date, unless availability is confirmed directly through the Communications Manager.

MEMBER-TO-MEMBER DISCOUNTS

Designed to encourage an exchange of products, services and business among Chamber members, the Member-to-Member Discount Program will give your company exposure to the Chamber's 1,500 business members. Information of discounts will be listed prominently on the Chamber's website homepage under 'Important Info'. To participate in the discount program, you must be a Chamber member in good standing and offer a specific discount to fellow members. For maximum benefits, the discounts should be offered at least 180 days from the date you begin your participation.

Coupons			
MEM	Name	Title	Expires
MEMBER	Fred Astaire Dance Studio	10% off your first package	12/31/2011
MEMBER	Kocones Services	30% off Plant Order and 15% Off Second Order	12/31/2011
MEMBER	Kocones Services	\$100 Free Google Adwords	9/11/2012
PUBLIC	John Carroll	Free Business Website SEO Audit	10/11/2012
MEMBER	Kocones Services	30% off Plant Order and 15% Off Second Order	12/31/2011
MEMBER	Meeting Empress Conferences	50% off your Plant Mirelli's Terrace, New Customers Only	5/31/2012
MEMBER	VigilantePlus.com	CGCC Members get \$25 Gift Card on all orders over \$200!	12/31/2011

Discount Specifications

- Include an expiration date (i.e. valid until: June 1, 2017)
- Offer extended to Coral Gables Chamber of Commerce Members Only
- Coupon not valid with any other promotional offer or discount
- Only one coupon per purchase, per customer
- Not exchangeable for cash
- Please present coupon before making your transaction
- Other terms and conditions of the advertiser overleaf may apply. Always check with the advertiser before use

How to

To upload a discount, go to the Members Only section under Quick Links, click Update your Coupon to set up your discount and edit as needed. If you do not have your membership ID and password, go to the Members Only section, enter your email and click help. The system will then generate the information for you and email it to you. **For additional assistance, please contact Ileana Delgado at 305.446.1657 ext.124, or email her at idelgado@coralgableschamber.org**

WEBSITE ADVERTISING

Take advantage of the new features, advertising opportunities and exposure available on our website, coralgableschamber.org. Our website contains the most up-to-date Chamber related information, events, promotions and happenings. Now is your chance to get in on the action! To receive more information about on advertising on our website, contact our Communications Manager, Morgan Huling. For a limited time, we are offering a 10% discount off of web rates for new advertisers!

HAVE YOU HEARD ABOUT OUR NEW CHAMBER WEBSITE?

WEB ADVERTISING RATES

Dimensions: 728 Pixels Wide x 90 Pixels High - with embedded link to your corporate website

Inventory: Top / Center

Rate: \$100 Monthly | \$650 Quarterly | \$2,000 Annually

Homepage Rates: \$100 Monthly | \$1,200 Quarterly | \$3,000 Annually

Dimensions: 100 Pixels Wide x 272 Pixels High - with embedded link to your corporate website

Inventory: Right Hand Side

Rate: \$100 Monthly | \$650 Quarterly | \$2,000 Annually

Inside Pages Rate: \$150 Monthly | \$400 Quarterly | \$1,200 Annually

Dimensions: 257 Pixels Wide x 150 Pixels High - with embedded link to your corporate website

Inventory: Bottom Left / Bottom Center / Bottom Right

Rate: \$250 Monthly | \$500 Quarterly | \$1,500 Annually

Inside Pages Rate: \$150 Monthly | \$400 Quarterly | \$1,200 Annually

For more information, contact Morgan Huling, Communications Manager | MHuling@CoralGablesChamber.org | (305) 446-1657 x 123

SOCIAL MEDIA

FACEBOOK



- Chamber Members in good standing can post information on the Chamber Facebook Page, which is over 4,300 fans (and counting)
- Check out our Facebook Page at:
www.facebook.com/CoralGablesChamber
- See Facebook posting guideline (below)

Members must adhere to the following guidelines:

- ✓ Chamber Member must be in good standing
- ✓ The material posted is subject to approval. The Chamber has the right to refuse all inappropriate content not in accordance with our by-laws, policies and procedures
- ✓ If posting an event, the Chamber has the right to remove it from the Facebook Page if it is in direct conflict with a Chamber event

TWITTER



- Coral Gables Chamber handle – @GablesChamber (use “@” to mention chamber directly)
- Twitter account has over 2,900 followers (and counting)
- Follow for up-to-date information on current events and happenings around the Gables

INSTAGRAM



- Coral Gables Chamber username – @GablesChamber (use “@” to mention chamber directly)
- The Instagram account has over 1,200 followers (and counting)
- Follow for up-to-date information on current events and

