

# CHAMBER COMMUNICATION CHANNELS

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## CHAMBER e-COMM



The e-Comm is our weekly e-newsletter distributed every Thursday to the Chamber's entire membership (2,000+ members). As an additional Chamber benefit, members can submit an up to 150-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, all entries must be submitted the Wednesday prior by Noon.*

## MEMBER-TO-MEMBER E-BLAST



The Coral Gables Chamber of Commerce offers Chamber members the exclusive opportunity to access the Chamber's database via an e-blast. The e-blast is sent to more than 2,100 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 and subsequently posted to the Chamber's Facebook page with more than 5,000 followers.

**Rate:** \$400 per-blast (\$500 value)

*Artwork must be submitted one week before desired send date, unless availability confirm directly with the Communications Manager.*

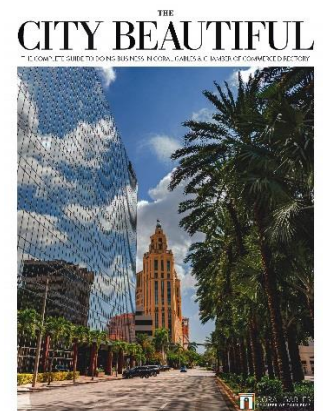
## CHAMBER CONNECTION e-NEWSLETTER



The Coral Gables Chamber of Commerce produces a bi-monthly, full-color e-newsletter, which is hosted on our website, sent to our entire membership via various e-mail blasts, posted to our social media outlets and then archived. The six bi-monthly issues will run during January, March, May, July, September and November.

## CITY BEAUTIFUL MAGAZINE

The City Beautiful: The Complete Guide to Doing Business in Coral Gables & Chamber of Commerce Directory is published annually in the month of August and unveiled in conjunction with our Annual Conference. It is distributed by direct mail to over 20,000 households in Coral Gables, placed hotel in-room at area hotels reaching over 200,000 guests annually, direct mailed to all Coral Gables Chamber of Commerce members, newly relocated residents and those seeking tourist, business or relocation information about Coral Gables. The City Beautiful is produced in partnership with Coral Gables Magazine and the City of Coral Gables' Economic Development Department.



Reserve Space Dates: July 26, 2021 | Artwork Due: July 30, 2021

Contact [MMongelia@coralgableschamber.org](mailto:MMongelia@coralgableschamber.org) today for your special rate!

## WEBSITE ADVERTISING

Take advantage of the new features, advertising opportunities and exposure available on our website, [coralgableschamber.org](http://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 Mongelia. For a limited time, we are offering a 10% discount off web rates for new advertisers!

**WEBSITE ADVERTISEMENT**

**Get Noticed!**  
PUT YOUR BUSINESS IN THE SPOT LIGHT

As a valued Chamber member, we help you showcase your business on our website, ranked the #1 site for the most active Chamber in the province area, more than 15,000 website visitors directed to [coralgableschamber.org](http://coralgableschamber.org) in 2019, more up 20% in one year, driven by our upgraded site and engaged membership and followers. So showing an ad on our site will provide visibility to the largest source of your business. Where else can you drive off your business - leads and sales - to hundreds of thousands of the most business professionals? Well, we've worked - [coralgableschamber.org](http://coralgableschamber.org) had over 100,000 page views (check it out for yourself)

<p><b>PACKAGE ONE</b></p> <p>Banner ad located at the top of our homepage. It's the first thing visitors see when checking out our newly refreshed website! You have the right to track and control click!</p> <p><b>Features:</b> For 30 days or 60 days Includes ad loaded link to your website page</p> <p><b>Monthly \$200</b> <b>Quarterly \$500</b> <b>Annually \$1,000</b></p> <p><small>*10% discount on package price for annual ad space reservation</small></p>	<p><b>PACKAGE TWO</b></p> <p>Horizontally oriented banner ad located in the center of the homepage about halfway down. It's highly visible and great complement to your existing digital marketing effort!</p> <p><b>Features:</b> 300px wide x 100px high Includes ad loaded link to your website page</p> <p><b>Monthly \$250</b> <b>Quarterly \$750</b> <b>Annually \$1,500</b></p> <p><small>*10% discount on package price for annual ad space reservation</small></p>
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**GET IN ON THE ACTION!**

**176,020**  
Homepage views in  
2019

**44,046**  
Unique  
Visitors

**5,549**  
NEW  
Visitors  
in one year's time

For more information or to reserve your ad space, contact:  
[MMongelia@coralgableschamber.org](mailto:MMongelia@coralgableschamber.org) | [www.coralgableschamber.org](http://www.coralgableschamber.org)

## 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 1,600 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.

**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 e-mail her at [IDelgado@coralgableschamber](mailto:IDelgado@coralgableschamber)**

MEM	Name	Title	Expires
MEM	Find Atime Dance Studio	10% off your first package	12/31/2011
COUPON	Konow Services	30% off First Order and 15% Off Second Order	12/31/2011
COUPON	Konow Services	\$100 Fax Google Adwords	9/31/2012
PUBLIC	John Caselli	Free Business Website SEO Audit	10/1/2012
COUPON	Konow Services	30% off First Order and 15% Off Second Order	12/31/2011
COUPON	Monday Express Cookies	30% off your first Month's Service, New Customers Only	5/31/2012
COUPON	TipsyShip.com	CGCC Members get \$25 Gift Card on all orders over \$200!	12/31/2011

## SOCIAL MEDIA



- Chamber Members in good standing can post information on the Chamber Facebook Page, which is over 5,542 followers and counting
- Check out our Facebook Page at: [facebook.com/CoralGablesChamber](https://www.facebook.com/CoralGablesChamber)

### 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



- Coral Gables Chamber handle – @GablesChamber
- Twitter account has over 3,897 followers and counting
- Follow for up-to-date information on current events and happenings around the Gables



- Coral Gables Chamber username – @GablesChamber
- The Instagram account has over 4,725 followers and counting
- Follow for up-to-date information on current events and happenings around the Gables