

DID YOU KNOW:

A small business Chamber membership cost of \$350 translates to about \$2650 in FREE marketing opportunities.

Where else are you getting a 755% return on your investment? Add the value of networking, hundreds of member-to-member discounts and exclusive member benefit programs and your return on investment is PRICELESS!



Dear Chamber Member,

Your Greater Lehigh Valley Chamber of Commerce membership entitles you to various marketing opportunities. There are several areas you may want to consider, some are free (\$2650 value) as part of your membership investment and others do have costs associated with them.

ADVERTISING & MARKETING

1. **FREE Mailing List** – As part of your membership and to enhance your in-house sales and marketing efforts, we can send you an Excel spreadsheet (at your request) of our member mailing list. This list includes the company name and address and is updated monthly. **(Value \$400)**
2. **FREE Listings** – Members receive free listings in the Membership Directory and on The Chamber's web site. New members are listed in a New Member Spotlight found in The Chamber's monthly publication, Connections. **(Value \$250)**
3. **FREE Member-to-Member Discounts** – Provide The Chamber with a text version of a special discount for Chamber members. The discount appears with your online profile. This information is also included in a monthly email blast to all members. **(Value \$600)**
4. **FREE Buy Lehigh Valley Member Savings e-Flier** – Your company can post an electronic flier on this special section of the Chamber's Web site (LehighValleyChamber.org). This e-flier discount/special offer program is available to all members. Click on Member Info, then Discounts and on to Member Savings icon. Your company may post a flier here that offers a special discount or offering to Chamber members. The program is marketed several ways, through: the Chamber's weekly/Thursday email blast called e-Connections, as well as in the Chamber's newsletter and various other promotional materials. **(Value \$600)**
5. **FREE Member News/Press Releases** – The Chamber's monthly publication, Connections, regularly includes member news content in a special section called "Member News." Your company may submit about 50 words about new programs, offerings, employee promotions, news, etc. Full press releases with an educational topic for members may also be submitted for the news section of The Chamber's web site. **(Value \$150)**
6. **FREE Radio Spots** – Get ten (10) free 60-second commercial ads on one of Nassau Broadcasting's stations: 107.1 The Bone, 1230/1320 ESPN Radio, or \$500 off for new advertisers with 99.9 The Hawk. To redeem this offer, please contact Jason A. Causa at 610-829-5520 or jcausa@nassaubroadcasting.com. **(Value \$500)**

7. **TRADE Radio Giveaways** – Every Tuesday morning at 7:20am, Chamber President Tony Iannelli joins Bobby Gunther-Walsh on WAEB AM 790 (40,000 listeners) for “Chat with the Chamber.” At the end of his program, he offers prizes to lucky listeners who call in to the show. In exchange for these prizes, Tony mentions the business or event on the air. Email or call Lorie Reinert at lorier@lehighvalleychamber.org (610) 841-5802 to take advantage of this opportunity. **(Value \$150)**
8. **Affordable Direct Mail Advertising (Member-to-Member)** – This monthly flier package is directly mailed to about 6,000 business contacts. You provide the Chamber with 6,000 copies of the flier and the Chamber mails out a packet mid-month, every month to its membership.
9. **Affordable Web Advertising** – Banner and logo advertising are available for your company to gain the greatest exposure through the Chamber’s Web site (LehighValleyChamber.org), which currently gets more than 40,000 visitors each month. Your advertisement would have a direct click-through to your company’s Web site or designated URL.
10. **Affordable Monthly Publication Advertising**– The Chamber has a monthly publication (circ. 6,000) called Connections. Ad placements range from eighth- to full-page and banner advertising options – all ads are full color. There are discounts for frequency in advertising.
11. **Cost Effective Email Advertising** – The Chamber will send your email promotion to its address list as a “paid advertisement” on Mondays (reservation required 30 days prior to requested date). The Chamber also has a weekly email newsletter (Thursdays) called e-Connections. You can submit special events for the e-Connections Member Spotlight at no charge. Banner advertising is available.
12. **A Wide Range of Sponsorship Opportunities** - Event sponsorships marry traditional advertising and public relations benefits in a unique package available exclusively to Chamber members. Many of our sponsorships include advertising opportunities such as direct mail, print and online advertising. And, on the PR side, nearly all of our sponsorships include complimentary tickets to the sponsored event. Higher levels of sponsorship may include the opportunity to address the audience on behalf of your organization and a variety of additional event-based visibility. Not to mention, the inherent value present for member businesses which demonstrate their support of The Chamber and its commitment to the community through their sponsorship investment.
13. **Annual Publication Advertising** – Each year, the Chamber publishes a Membership Directory that is circulated throughout its membership. This great resource is a member listing and buyer’s guide. Members regularly use this directory to choose vendors. The directory is another great tool to generate new business through display advertising.

Please feel free to contact me to discuss specifics of any of these marketing opportunities.

Sincerely,
LANITA A. LUM
Director of Member Relations
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