

# Digital Advertising Opportunities

The LAX Coastal Chamber is here to help you succeed, and in that endeavor we have a variety of digital advertising opportunities for you to take advantage of. From our weekly e-newsletter to our website to our social media channels, we are here to help share your message.

**Questions or comments? Contact your local Chamber at 310.645.5151 / info@laxcoastal.com**

## Weekly E-Newsletter

The LAX Coastal Chamber of Commerce weekly e-newsletter is a weekly email blast sent to over 2,800 professional contacts, both members and not-yet members of the Chamber. It features information about upcoming Chamber events, member news, and community happenings.

### Advertising Rates

#### Member Rate

- Spotlight Ad (1wk) \$50
- Spotlight Ad (3wk) \$125
- Basic Ad (1wk) \$40
- Basic Ad (3wk) \$100

#### Not-Yet Member Rate

- Spotlight Ad (1wk) \$70
- Spotlight Ad (3wk) \$175
- Basic Ad (1wk) \$60
- Basic Ad (3wk) \$150

### Advertising Specs



#### Spotlight Ad:

Submit an ad (see left, top) and it will appear prominently in the Community News section of the weekly e-newsletter. Limited availability.

#### Ad Specifications:

- Overall Dimensions: 500px width by 250px height
- File type: PNG, JPG, or GIF (animation compatible)
- All ads are hyperlinked
- Need help with your design? Contact info@laxcoastal.com

#### Basic Ad:

Submit an ad (see left, bottom) and it will appear in the Community News section of the weekly e-newsletter. Limited availability.

#### Banner Ad Specifications:

- Overall Dimensions: 150px width by 300px height
- File type: PNG, JPG, or GIF (animation compatible)
- All ads are hyperlinked
- Need help with your design? Contact info@laxcoastal.com

### How To Advertise

To apply for an advertisement in the LAX Coastal Chamber weekly e-newsletter, please fill out the attached form and send it and all imagery to info@laxcoastal.com no later than 5pm the Monday before you would like your advertisement to run. The weekly e-newsletter is distributed every Wednesday.

We cannot guarantee your advertisements inclusion into the weekly e-newsletter of your choice. As there are a limited number of advertising slots per newsletter, your advertisement's inclusion will depend on the current number of reserved slots and the length of time you allow us to process your request. The Chamber has the right to refuse any advertising found to be contrary to the goals and purpose of their organization.

## Website Advertising

The LAX Coastal Chamber of Commerce have over 550+ proud members within our organization and features a robust website that is used as an online resource for Chamber members, professionals, and residents alike with over 6,000+ pageviews per month.

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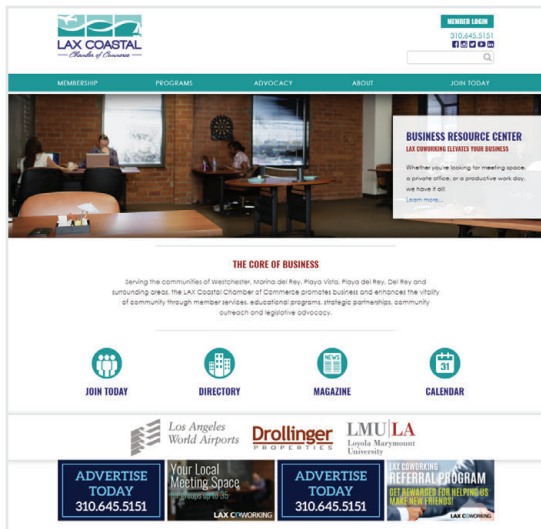
## Featured Ad (Members Only)

### Advertising Rates

*Member Rate*

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Featured Ad (1mo) \$250/mo</b> | <input type="checkbox"/> <b>Featured Ad (3mo) \$225/mo</b> |
| <input type="checkbox"/> <b>Featured Ad (6mo) \$200/mo</b> | <input type="checkbox"/> <b>Featured Ad (1yr) \$150/mo</b> |

### Advertising Specs



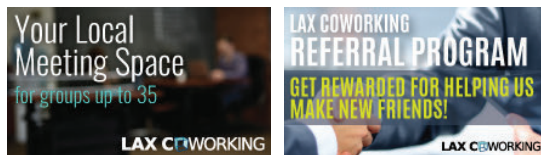
### Featured Ad:

Submit an ad (left, bottom) and it will appear prominently on the homepage of laxcoastal.com and in the footer of every secondary page of the website.

Website ads are published on a monthly basis. If more than one month of advertising is purchased, ad artwork may be changed every month.

### Ad Specifications:

- Overall Dimensions: 220px width by 125px height
- File type: PNG, JPG, or GIF (animation compatible)
- All ads are hyperlinked
- Need help with your design? Contact info@laxcoastal.com



### How To Advertise

To apply for a Featured Ad on the LAX Coastal Chamber website, please fill out the attached form and send it and all imagery to info@laxcoastal.com no later than 3 days before the start of the month you would like your advertisement to run. Website ads are published and/or updated on the first of the month.

Due to high demand, we cannot guarantee your advertisements inclusion on the website in the month of your choice. As there are a limited number of available advertising slots, your advertisement's inclusion will depend on the current number of reserved slots and the length of time you allow us to process your request. The Chamber has the right to refuse any advertising found to be contrary to the goals and purpose of their organization.

## Targeted Banner Ad

### Advertising Rates

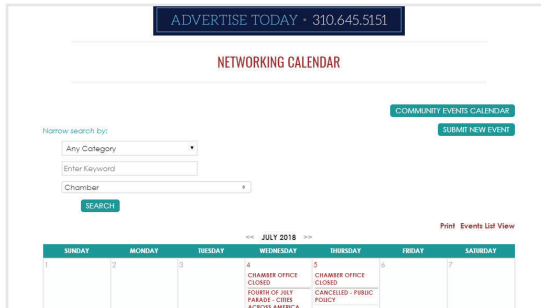
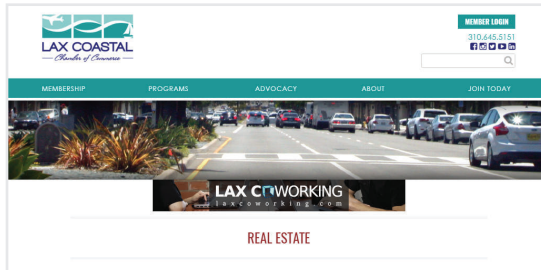
#### Member Rate

- Banner Ad (1mo) \$150/mo
- Banner Ad (3mo) \$125/mo
- Banner Ad (6mo) \$100/mo
- Banner Ad (1yr) \$75/mo

#### Not-Yet Member Rate

- Banner Ad (1mo) \$200/mo
- Banner Ad (3mo) \$175/mo
- Banner Ad (6mo) \$150/mo
- Banner Ad (1yr) \$125/mo

### Advertising Specs



### Targeted Banner Ad:

Submit an ad (left, bottom) and it will appear prominently on the page of your choice at laxcoastal.com. Banner ads can be targeted to a specific audience and/or landing page, such as the website calendar, business directory search, or a specific industry listing.

Example ad to the left, top, appears when someone searches "Real Estate." Example ad to the left, middle, appears on the top of the web calendar.

Website ads are published on a monthly basis. If more than one month of advertising is purchased, ad artwork may be changed every month.

### Ad Specifications:

- Overall Dimensions: 480px width by 60px height
- File type: PNG or JPG
- All ads are hyperlinked
- Need help with your design? Contact info@laxcoastal.com

### How To Advertise

To apply for a Targeted Banner Ad on the LAX Coastal Chamber website, please fill out the attached form and send it and all imagery to info@laxcoastal.com no later than 3 days before the start of the month you would like your advertisement to run. Website ads are published and/or updated on the first of the month.

Due to high demand, we cannot guarantee your advertisements inclusion on the website in the month of your choice. As there are a limited number of available advertising slots, your advertisement's inclusion will depend on the current number of reserved slots and the length of time you allow us to process your request. The Chamber has the right to refuse any advertising found to be contrary to the goals and purpose of their organization.

## Social Media Advertising

The LAX Coastal Chamber of Commerce has over 4,000+ followers on social media with steady engagement, likes, and shares to Facebook, Twitter, Instagram, and LinkedIn. Find the Chamber online @laxcoastal and #yourlocalchamber.

Questions or comments? Contact your local Chamber at 310.645.5151 / info@laxcoastal.com

## Sponsored Social Media Post

### Advertising Rates

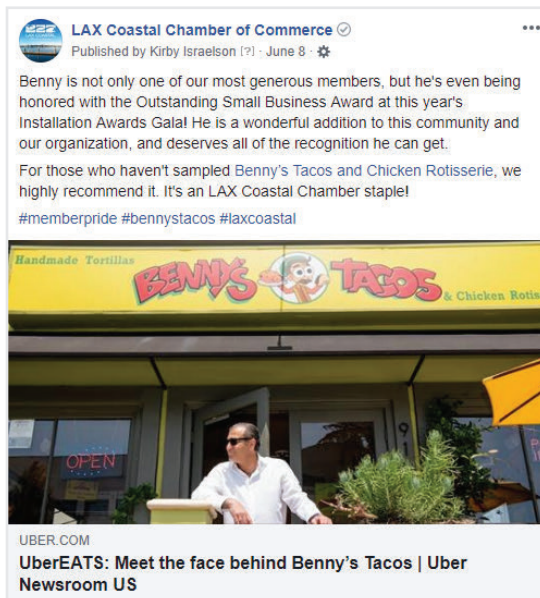
#### Member Rate

- Social Media Post (1) \$40
- Social Media Post (3) \$100
- Social Media Post (1wk, 1 per day) \$150

#### Not-Yet Member Rate

- Social Media Post (1) \$60
- Social Media Post (3) \$150
- Social Media Post (1wk, 1 per day) \$200

### Advertising Specs



### Social Media Post:

Submit a social media post (left) and the Chamber will re-post it on their Facebook, Twitter, and Instagram accounts.

Social media posts can include imagery, hyperlinks, websites, hashtags, "tags," and more as the advertiser requests.

Social media posts will be published during business hours at the Chamber's discretion unless otherwise requested by the advertiser.

### Ad Specifications:

- Overall Dimensions: See official Facebook, Twitter, and Instagram for design requirements and limitations.
- File type: PNG or JPG
- All Facebook and Twitter posts can be hyperlinked. Please note that Instagram does not support web links.
- Need help with your design? Contact info@laxcoastal.com

### How To Advertise

To apply for a Sponsored Social Media Post on LAX Coastal Chamber social media channels, please fill out the attached form and send it and all imagery to info@laxcoastal.com no later than 3 days before the date you would like your advertisement to run. Social media posts are published during business hours at the Chamber's discretion unless otherwise requested by the advertiser.

The Chamber has the right to refuse any advertising found to be contrary to the goals and purpose of their organization.

# Digital Advertising Application

## Company Information

Name	Company
Phone	Email
Desired Publication Date(s)	

## Advertising Options

### Weekly E-Newsletter

*Member Rate*

Spotlight Ad (1mo) \$50

Spotlight Ad (3wk) \$125

Basic Ad (1wk) \$40

Basic Ad (3wk) \$100

*Not-Yet Member Rate*

Spotlight Ad (1wk) \$70

Spotlight Ad (3wk) \$175

Basic Ad (1wk) \$60

Basic Ad (3wk) \$150

### Website Advertising

*Members Only*

Featured Ad (1mo) \$250

Featured Ad (3mo) \$225/mo

Featured Ad (6mo) \$200/mo

Featured Ad (1yr) \$150/mo

*Member Rate*

Banner Ad (1mo) \$150

Banner Ad (3mo) \$125/mo

Banner Ad (6mo) \$100/mo

Banner Ad (1yr) \$75/mo

*Not-Yet Member Rate*

Banner Ad (1mo) \$200

Banner Ad (3mo) \$175/mo

Banner Ad (6mo) \$150/mo

Banner Ad (1yr) \$125/mo

### Social Media Advertising

*Member Rate*

Social Media Post (1) \$40

Social Media Post (3) \$100

Social Media Post (1wk, 1 per day) \$150

*Not-Yet Member Rate*

Social Media Post (1) \$60

Social Media Post (3) \$150

Social Media Post (1wk, 1 per day) \$200

## Methods of Payment

**TOTAL** \_\_\_\_\_  Cash  Check (payable to the *LAX Coastal Chamber of Commerce*)  Credit (All major credit cards accepted)

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_ Name on Card \_\_\_\_\_

### Billing Address

I understand that by providing an email address to the Chamber, on behalf of the company/organization specified above, I am authorized to and hereby consent to receive emails/faxes sent by or on behalf of the LAX Coastal Chamber of Commerce. The Chamber DOES NOT sell or distribute the email database to any outside entity. The undersigned subscribes the above total to the LAX Coastal Chamber of Commerce as a one-time fee in exchange for advertising opportunities offered by the Chamber. The Chamber has the right to refuse any advertising found to be contrary to the goals and purpose of their organization.

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Once completed, please send this application and all advertisement imagery and/or content to info@laxcoastal.com.**

*Chamber Staff Notes:*