

Digital Promotions & Advertising Examples

SPONSORED BIZ BLAST

- Post-Card Size (5" H X 7" W or equivalent)
- Placed at top of weekly Biz Blast newsletter
- Sent to nearly 2,000 subscribers
- Average 51% open rate



DEDICATED EMAIL BLAST

- Flyer Size 11" H X 8.5" W or equivalent
- Sent as its own message to nearly 2,000 subscribers
- Average 48% open rate



Digital Promotions & Advertising Examples

WEBSITE BANNER AD

- 480 pixels W X 60 pixels H
- Placed at top of Charlevoix.org homepage and business directory webpages
- One monthly slot in rotation of 5 banners
- Average 2,000 business directory searches annually



AREA GUIDE ADVERTISEMENT

- Over 45,000 copies published annually
- Distributed locally, regionally, state-wide, and nationally
- Digital version available online at Charlevoix.org and VisitCharlevoix.com
- Full page, half page, quarter page and eighth page advertisement options

