

Promotional Opportunities



Charlevoix
— CHAMBER —

Get your word out through our promotional avenues!

With a popular website and a successful e-newsletter showcasing Charlevoix events and services, we can help you reach more audiences with your membership.

ENHANCED BUSINESS DIRECTORY PROFILE - FREE - YEAR-ROUND

Enhance your online presence through Charlevoix's Business Directory on Charlevoix.org. As a membership benefit, your Business Profile can utilize photos and videos to encapsulate your services and attract clients. Additionally, your Profile can utilize search keywords, connect social media pages, and link out to specialty web pages or inquiry forms. For more information and to enhance your listing, click the Login button on Charlevoix.org or reach out to a Chamber representative to get started!

BIZ BLAST SUBMISSION -FREE- ONCE PER WEEK

The Biz Blast is our weekly community e-newsletter containing Chamber and member news, events, and information. Members are able to contribute information to the e-newsletter as an included membership benefit.

For more information and to submit your information, visit the Membership section on Charlevoix.org and click Newsletter Submission. Newsletter submissions due Monday by 5pm.

SPONSORED BIZ BLAST (EXCLUSIVE!) - \$50 - ONCE PER WEEK

A Sponsored Biz Blast gives you an advertisement at the top of our weekly Biz Blast e-newsletter. Additionally, the Biz Blast is posted to the Chamber Facebook page, with over 5,000 followers, and our website.

- One slot available per week; sent Wednesdays
- Graphic size is 5 inches tall by 7 inches wide (a horizontal postcard)
- The graphic includes a link out directly to your website
- Dates are reserved on a first-come, first-serve basis

DEDICATED E-BLAST (EXCLUSIVE!) - \$100 - ONCE PER WEEK

A Dedicated E-Blast is your advertisement alone sent directly to our e-newsletter subscribers.

Additionally, the Dedicated Blast is posted to the Chamber Facebook page, with 5,000 followers.

- One slot available per week; sent Fridays
- Graphic size is 8.5 inches wide by 11 inches tall (a standard flyer)
- The graphic includes a link out directly to your website
- Dates are reserved on a first-come, first-serve basis

WEBSITE BANNER ADVERTISEMENT - \$150 - MONTHLY

Website banner advertisements reach viewers searching for area events (over 130,000 hits annually) and services (over 65,000 page views annually) on Charlevoix.org. Banner ads are displayed on the Home Page and all Business Directory pages for one full month.

- Five slots available per month
- Graphic size is 480 pixels wide by 60 pixels tall
- Months are reserved on a first-come, first-serve basis

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SOCIAL MEDIA SHOUT-OUTS & SHARES - FREE - YEAR-ROUND

We love seeing our members' creativity and passion on display! Tag us in your posts on social media, and we'll be thrilled to share them with our community. By tagging us, you help us discover your amazing work, and we make an effort to feature a variety of members to ensure everyone has a chance to shine. Our goal is to share posts evenly across our membership, celebrating the diverse talents and unique contributions of each member. Keep tagging us—we can't wait to see and share your posts!

AREA GUIDE LISTING - FREE- ONCE PER YEAR

In the area guide, all members are listed to ensure everyone's contributions and involvement are recognized. This structured list format highlights each member divided by category, and adds clarity for anyone referencing the guide. It serves as a quick reference tool, making it easier to locate businesses.

AREA GUIDE ADVERTISING - PAID- ONCE PER YEAR

Printed in February, the 2025 **Charlevoix Guide** will again showcase Charlevoix's desirable quality of life, year-round visitor amenities, as well as outstanding opportunities for future residents and business owners. As a joint publication, we provide increased distribution, decreased cost for those who previously advertised in two publications, decreased publication costs for both organizations resulting in better advertising rates, and increased communication among community members. A win-win-win!

The **Charlevoix Guide** contains a minimum of 64 pages filled with stories, visitor information, community details, Chamber member listings and advertising. Its design, content and distribution make it easy to notice, convenient to pick up, and hard to put down. Moreover, its impact is felt far beyond the region.

Full Page - \$3195

Half Page - \$1900

Quarter Page - \$945

Eighth Page - \$575

AD SIZES (WxH in inches): Full page: 7.375X9.875 Half page: -Horizontal 7.375x4.75 -Vertical 3.25X9.875 Quarter Page: 3.25X4.75 Eighth Page: 3.25X2.1875