

GREAT MANLIUS CHAMBER OF COMMERCE

2022 FREE PROMOTION & ADVERTISING OPPORTUNITIES

CHAMBER HAPPENINGS (monthly newsletter) – Event listings appear under Upcoming Member/Community Events with associated graphics. Event listing information must be ready to copy/paste; all graphics (FREE or PAID) must be submitted in JPG, PNG, or PDF format using dimensions specified in our Advertising Opportunities info. Submissions are due by the 20th of the month preceding the targeted newsletter. Free promotion eligibility is determined as follows:

- FREE promo of NON-PROFIT member and MUNICIPAL events: Event listing (member name, event date/time, brief description, link to more info) and a flyer if provided.
- FREE promo of BUSINESS member events that are a fundraiser for a charitable organization: Event listing (member name, event date/time, brief description, link to more info) and a flyer if provided.
- FREE EVENT listing with no restrictions on type of membership or event: Listing includes member name, event date and time, brief event description, link to more info. No graphics.
- FREE promo of SPECIAL EVENTS: Grand openings/ribbon cuttings, 50-year celebrations, etc. for all members.
- FREE MEMBER AD*: One (1) free member ad per calendar year: Event listing (member name, event date/time, brief description, link to more info) and a ¼ page flyer (4"W x 4 ¾"H).
- PAID AD: Anything more extensive/prominent than basic event listing (member name, event date/time, brief description, link to more info) is an AD and sold per current NEWSLETTER AD pricing. *See 2021 Advertising Opportunities document on our Chamber website.*

*A larger ad may be purchased by members under this FREE MEMBER AD benefit with a \$20 discount (1-month ¼ page ad value) off the larger ad price. Discount limited to 1/calendar year.

**Note: Chamber may edit text or typos, or for format consistency with other entries. Members: Please submit copy-ready information - chamber may return or omit if not copy-ready.

MID-MONTH UPDATE – This is a brief, graphics-free update listing chamber and member/community events along with any timely chamber communications sent out on the 15th of each month. Submissions are due by the 10th of the month.

- FREE EVENT listing with no restrictions on type of membership or event: Listing includes member name, event date and time, brief event description, link to more info. No graphics.

**NOTE: Chamber may edit text or typos, or for format consistency with other entries. Members: Please submit copy-ready information - chamber may return or omit if not copy-ready.

EMAIL BLASTS – Graphics submitted must be JPG or PNG; info submitted must be exactly as member wants it – copy-ready for email along with graphic to upload. ***Request must be submitted 2 weeks in advance of event to allow for email scheduling.***

- 2 FREE email blasts per year per member – 1 blast January-June and 1 blast July-December
- Email may contain any information the member wants to promote.
- Email blasts may not be exclusive depending on volume received – combining of multiple events into a single email may occur

CHAMBER FACEBOOK/INSTAGRAM PAGE & CHAMBER CALENDAR – FREE – Graphics submitted must be in JPG or PNG format for easy upload. ***Submissions are due 2 weeks prior to an event to guarantee posting and allow for scheduling.***

- Posting of events members/municipalities send to us to promote; must send exact info to post via copy/paste
- Will share events from members' FB pages on our time line if we are tagged
- Chamber will limit the number of daily FB posts, so posts will be scheduled out.
- Only chamber events will be listed under our FB Events

CHAMBER FACEBOOK/INSTAGRAM PAGE STORIES – FREE – Social media video spotlights on your business. Have the Chamber come to your business and give you control of our social media to video a short 1 minute highlight about your business OR have us video you referencing what your business has happening.