

Let us build a customized marketing plan for you!



Questions about marketing with the Chamber?

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Marketing Opportunities



Could your company's marketing use a boost?

We're here to help!

In this packet you will find

- **Website advertising**
- **Social media advertising**
- **E-news advertising**
- **Direct mail advertising**
- **Sponsorship opportunities**

Marketing your business through the Greater Phoenix Chamber is a cost-effective way to increase your brand awareness and attract new customers. The Chamber's marketing and advertising opportunities are tailored for business-to-business needs and provide our members with a variety of affordable marketing vehicles. As the largest Chamber in Arizona, our powerful reach can transform your marketing to target your audience. Look to the Greater Phoenix Chamber as an integral component of your marketing strategy!

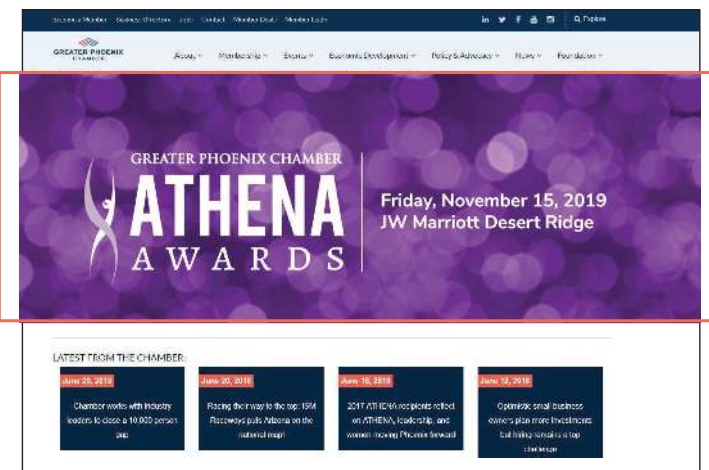
WEBSITE ADVERTISING

Our website welcomes an average of 25,000 visitors per month. Website advertising offers exposure to Chamber members, decision makers, the business community, researchers, media, visitors to the Valley, and those relocating their businesses to Greater Phoenix. Consider strategically placed website advertising and get your message in front of these potential customers.

HOMEPAGE BANNER

Page views per month	3,200
Member rate per month	\$1,000
Member rate per 3 months*	\$2,750
Specs**	1200x600

HOMEPAGE BANNER PLACEMENT



*Cannot use consecutively
 **Text must be placed in the center of the image

SOCIAL MEDIA ADVERTISING

Share your upcoming event, corporate news or acquisition announcement through the Chamber's social media channels!

The Greater Phoenix Chamber's social media channels boast more than 33,000 followers — and counting. The Chamber's Facebook page, Twitter handle, Instagram profile, and LinkedIn page reach journalists, thought leaders and decision makers around Phoenix and across the country.

SOCIAL MEDIA OPTIONS

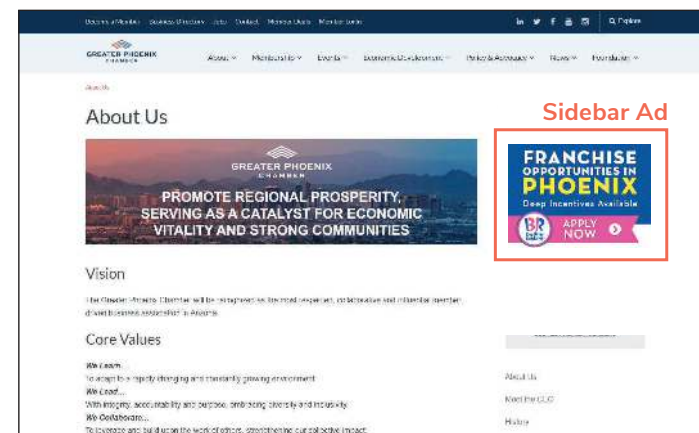
Members

One FREE post on Facebook, Twitter, LinkedIn, and Instagram.

Members & Non-members

Three posts on Facebook, Twitter, LinkedIn, and Instagram (or any combination)\$750 / 2,000

INTERNAL PAGE SIDEBAR AD



INTERNAL PAGE AD

Page views per month	
Events Calendar	14,700
Contact	380
Join	400
Valley Young Professionals	400
Member rate per month	\$750
Member rate per 3 months	\$2,000
Non-member rate per month	\$1,000
Non-member rate per 3 months	\$2,750
Specs	375x375



facebook.com/phxchamber



linkedin.com/company/greater-phx-chamber



twitter.com/phxchamber



instagram.com/phxchamber

PROMOTIONAL OPPORTUNITIES

Sponsor an event or program

The Greater Phoenix Chamber is Arizona's largest chamber and leading business organization. We provide value to members through our role as a community organization, our ability to elevate local and national thought leaders, and the core services that we provide to developing and established businesses. Event sponsorship provides high-level of exposure for all sponsors. With a range of sponsorship levels, you can customize the exposure that fits your needs. We work to pair your investment with an event or program that complements the efforts of your business.

Chamber events

The Chamber holds nearly 20 large-scale events every year that bring the business community together for celebration, education and exploration.

Each Fall, the annual Economic Outlook program looks ahead to the coming economic trends at the local, state and international level, while the ATHENA Awards honor Valley businesswomen. In the Spring, our fancy turns to highlighting the companies that exemplify excellence with the annual IMPACT Awards.

Throughout the year, the Valley Voices series brings national issues into focus with captains of industry, political figures, sports icons, and trendsetters to stimulate discussions and entertain.

Awards programs: The Chamber hosts two annual awards programs every year; one to honor women in business and one to recognize the work of local companies that are moving Phoenix forward.

- ATHENA Awards | 700+ attendees
- IMPACT Awards | 550+ attendees

Community events: The Chamber's community events serve as platform for subject matter experts and thought leaders to elevate impactful ideas in business. These events also provide opportunities to make meaningful business connections.

- Annual Luncheon | 250+ attendees
- Economic Outlook | 750+ attendees
- Valley Voices | 200+ attendees

ECONOMIC OUTLOOK '19
THANK YOU TO OUR SPONSORS

COX

Arizona Commerce Authority
CopperPoint Insurance Companies
Fennemore Craig, P.C.
Video West, Inc.

Arizona State University • Cognizant Technology Solutions
Ernst & Young, LLP • Ideas Collide • Maricopa County IDA
Polsinelli • ProMéxico Phoenix • Quarles & Brady, LLP
Southwest Gas Corporation • SRP

MEDIA PARTNERS

ARIZONA CAPITOL TIMES • KJZZ • KTAR NEWS
REPUBLIC MEDIA • UNIVISION ARIZONA

aps **BANK OF ARIZONA** **Southwest**

Chamber events continued

Public Affairs events: The Public Affairs events highlight the work of the Chamber's Public Affairs program in representing the voice of business at all levels of government. These events grant attendees access to Arizona's elected leaders.

- Legislative Kick-off Reception | 500+ attendees
- Legislative Wrap-Up Breakfast | 250+ attendees
- Mayor's State of the City Address | 1,100+ attendees

Premier events: These invitation-only, executive-level events feature an intimate setting, allowing the audience to connect with our guest speakers. With access to key community leaders and speakers, our members get a sneak peek at exclusive insight into Phoenix's business community.

- Economic Development Insider Series | 125+ attendees
- Political Insider Series | 125+ attendees

Networking Events and Member Programs

The Chamber's monthly networking events and member programs provide opportunities to expose your brand to potential clients.

Host or sponsor an event: Hosts or sponsors will have an opportunity to make a five-minute presentation to the group, and distribute your company's marketing materials. The Chamber will provide event planning and staff support.

Donate a door prize: Donations with a minimum value of \$20 will earn the donor verbal recognition during the member program. All door prizes valued over \$200 will earn the donor logo/company name placement on the event registration page, verbal recognition during the program and one tweet recognizing the donor prior to the event.

GREATER PHOENIX CHAMBER
ATHENA AWARDS

ATHENA TITLE SPONSOR
SRP

ATHENA AWARDS SPONSORS
Cigna • PETSMART • Charities • University of Phoenix • WELLS FARGO

GOLD SPONSOR
FRYS

SILVER SPONSORS
fingerpaint • CopperPoint • FAIRYTALE FIBRONIENES • VIDEO WEST • Walmart

BRONZE SPONSORS
Arizona State University • Maricopa Integrated Health System OnSite Care

COPPER SPONSORS
Forrest Anderson Plumbing and Air Conditioning Inc. • Freepoint McMoran • Slalom Consulting

MEDIA PARTNER
REPUBLIC MEDIA

DIRECT MAIL ADVERTISING

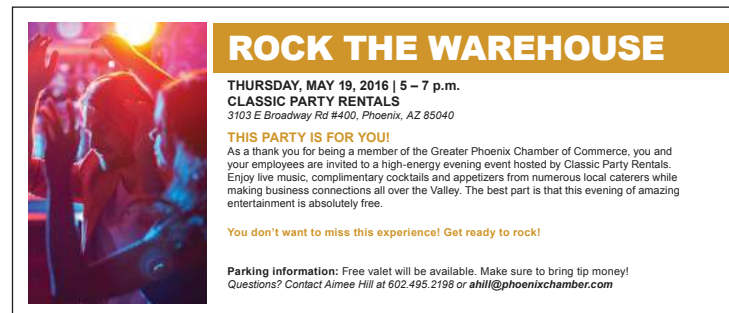
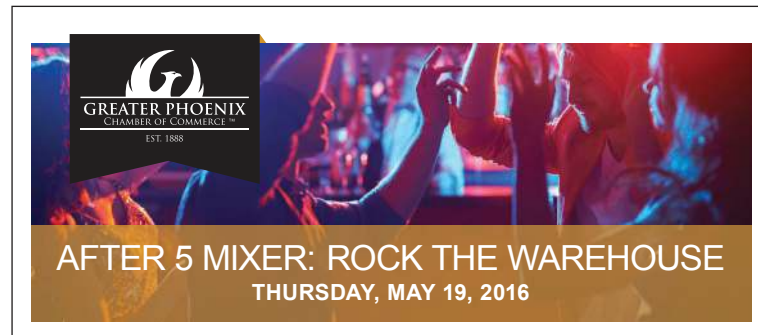
Print is not dead, and the Chamber offers a variety of avenues for direct mail marketers to get their message in front of thousands of Valley businesspeople on a regular basis.

INVOICE MAILERS

Take advantage of the opportunity to reach potential customers by including your pre-produced, 3.5"x8.5" marketing piece in our monthly invoice mailings.

We require 300 pieces delivered to us no later than two weeks prior to the first day of the month, and only after we have approved a proof of the piece to be inserted.

Chamber members pay just \$750 for this opportunity. Non-members pay \$1500.



E-NEWS ADVERTISING

The Greater Phoenix Chamber's robust online presence includes a series of targeted e-newsletters. Due to the demand for placement within our newsletters, the Chamber requires a one-month notice for inclusion in e-newsletters. There are two advertising options within the Chamber's newsletters (with the exception of upcoming events):

CONTENT ADVERTISEMENT*

Member rate per placement / 3 placements \$500 / 1,250
 Non-member rate per placement / 3 placements \$1,000 / 2,750
 Text: 75 words
 Image: 250x250

IMAGE ADVERTISEMENT*

Member rate per placement / 3 placements \$500 / 1,250
 Non-member rate per placement / 3 placements \$1,000 / 2,750
 Image ad specs 300x3,000
 Banner ad specs 500x100

E-NEWS AD PLACEMENT

Banner Ad



Content Ad



Image Ad



*No more than two consecutive months

E-news Options

BusinessBuzz

Sent once a month on Monday morning, this email provides a quick overview of what's happening at the Chamber and in the community. Packed with information, it's a quick read that reaches over 3,600 business members.

Reach

4,400

Economy in Focus

Sent the last Monday of the month, this email highlights key economic trends in Greater Phoenix.

4,700

Policy in Focus

Sent the last Thursday of the month, this email targets businesspeople interested in the Chamber's public affairs efforts, local policy activities and issue updates.

2,200

Small Business in Focus

Sent every other Wednesday morning, this email provides a great snapshot of the Chamber's upcoming events and programs.

2,400

Valley Young Professionals

Sent the second Tuesday of the month, this email targets young professionals between the ages of 25-39 interested in business networking and leadership development. This email includes upcoming VYP events, featured articles, and special member offers.

2,200

Women in Focus

Sent the third Thursday of the month, this email features business women in our community, leadership tips, and information about our upcoming monthly Professional Women's Alliance luncheon.

2,300