



FREDERICTON  
CHAMBER  
OF COMMERCE

— *The Voice of Business* —

# ADVERTISING KIT



[www.frederictonchamber.ca](http://www.frederictonchamber.ca)

*"Community Prosperity Through Business"*

## GET NOTICED - SEND YOUR MESSAGE TO THOUSANDS OF CUSTOMERS!

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Do you want to get your message out to 27,000+ people? Be front and centre for all to see using the Fredericton Chamber of Commerce advertising options. Five great options to fit your needs!

1. Print - Insight Magazine
2. Website - [www.frederictonchamber.ca](http://www.frederictonchamber.ca)
3. Email - Chamber Connections, Members Around Town, Dedicated e-blasts
4. Social Media - Twitter, Facebook and LinkedIn

## A DIVERSE MARKET

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The Fredericton Chamber of Commerce is proud to be an award-winning organization that continually strives to meet and exceed the needs of our members. With more than 950 members, the Chamber is a vehicle for business people from large and small businesses to connect and prosper together.

Our advertising options are distributed to business leaders and government members from across the province and throughout the maritimes and our website receives hits from all over the world.

The Fredericton Chamber of Commerce is **Your Business Partner**.

## INSIGHT MAGAZINE

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Insight Magazine is the chamber's full-colour 20-page magazine that is distributed four times per year. Each issue features articles from the chamber to keep our members up-to-date on what the chamber is working on and an update on our award-winning Business Immigrant Mentorship Program. We welcome our newest members and we outline our past and future chamber events. The remainder of the magazine is comprised of articles from our members and community leaders and of course advertising that helps you raise your presence in the business community.

Insight is distributed via mail to 1200 business people, is distributed via eblast to our communications list, is available on a bi-weekly basis through Chamber Connections e-newsletters, is available on our website and is shared through social media. Additionally, you will find Insight magazine being shared around many offices and in waiting rooms around the city.

**Full Page - 8.75" w x 11.25" h - \$850**

**Quarter Page - 3.25" w x 4.5" h - \$325**

**Pre-Printed Insert - (need 1200 copies) \$400**

**Half Page - 6.75" w x 4.5" h - \$450**

**Business Card - 3.25" w x 2.13" h - \$200**

- New members pay ½ price for advertising in Insight within the first six months of joining the chamber;
- Not-for-profit organizations pay ½ price for advertising in Insight;
- Non-members pay an additional 25% for advertising in Insight.

### Member Testimonials



**"Advertising in the Chamber's *Insight* magazine has enabled Ignite Fredericton to reach the core of the Fredericton business community in terms of promoting our entrepreneurial & population growth services and strategic initiatives. It makes my job much easier being able to tap into the Chamber's large network. *Insight* definitely has the pulse of what's happening in the business community, so why not leverage it?!"**

Laurie Guthrie,  
Economic Development & Marketing Specialist

Ignite Fredericton

## CHAMBER WEBSITE - [www.frederictonchamber.ca](http://www.frederictonchamber.ca)



The Fredericton Chamber of Commerce website - [www.frederictonchamber.ca](http://www.frederictonchamber.ca) - is THE place to go to find out everything about the chamber. Easy drop down menus help you find the information you need.

Ads are placed on every page except on the homepage so every time someone visits our site to find the information they need they will see your ad, which can also be linked to your website. We track our site's analytics and we have a strong track record.

**Website Ad: \$180 per month**

**Non-members pay an additional 25%**

**Ad Size: 480 pixels high x 280 pixels wide**

### Member Testimonial

*We used Chamber website advertising as part of our 'Meetings Matter' campaign launch, as the business community in Fredericton is a key target audience. As part of an overall campaign that also included a Chamber e-blast and other tools, we saw an increase in web traffic during this time. The Chamber website ads helped in driving traffic to our site during the campaign.*

Patricia Donnolly  
Meetings Matter  
Fredericton Convention Centre

## DEDICATED E-BLASTS



Do you need to get your message out to a large audience quickly? Our dedicated e-blasts are distributed to our email list of over 2000 email addresses. We track our eblasts through analytics and we have strong open rates. Simply send us your poster or content and any links you would like to add and we'll create a professional eblast that gets your message in front of the business community and decision makers.

**Cost: \$550 per e-blast**

**Non-member pay an additional 25%**

## Member Testimonial



***Fredericton Chamber of Commerce dedicated email blasts are a good way to reach the business community in greater Fredericton. We include this cost-effective tactic in our annual marketing plan to create awareness about our executive and professional development offerings.***

Belinda Elliott-Bielecki

Director, Marketing & Communications

University of New Brunswick, College of Extended Learning

## CHAMBER CONNECTIONS

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Our Chamber Connections e-blasts are an economical way to send your message to over 2000 people. Our vertical business card ads can be linked to your website for more information.

**Cost: \$50.00 per ad**

**Non-members pay an additional 25%**

**Ad Size: Single - 350 pixels high x 200 pixels wide**

**Double - 350h x 400 pixels wide**

**Triple - 350 pixels high x 600 pixels wide**

## Member Testimonial

We use the Chamber connections emails as it is a quick and effective method to reach out the entire community to show what services we offer and to offer a discount to fellow members. Chamber members can receive a large discount on our products and services and what better way to remind them month after month than Chamber connections. We use the connections ads to keep our company top of mind and to also pass the savings on to our fellow members. Ad pricing is affordable and we can usually pick each month we want a spot.

*Jeff Spidell*

Agency Manager

Allstate Insurance Company of Canada

Phone: (506) 452-0009 Ext 5001

## MEMBERS AROUND TOWN E-BLAST



### MEMBER HIGHLIGHTS

The Ramada Fredericton welcomes Bruce Devlin as Event Coordinator.

**Kathy A. Richard Quackening** would like to announce that she is now a Quackening Online Certified Member. If you or your company agree to share your logo with advertising "on the island" she will set you up and allow you to use it. Also we are offering a new service. We are doing payroll as a 3rd party for companies that would like to get their payroll done by someone outside of their office.

**Naomi Brower Financial** will be moving from 600 Beaufort Street to a new location located at 1000 St. John's Street. The new location is 927 St. Mary's Street on a new office complex with New House Complex and Lady Wood's Association.

**GREEN DESIGN INC CELEBRATES 5 YEARS WITH COMMUNITY FOUNDATION AND RBC**  
To celebrate their 5th anniversary, Green Design Inc. has committed to donating 5% of their proceeds to the Fredericton Community Foundation each year for the next 5 years. To mark the occasion, they're teaming up with Poutineco. Traditional Alou to craft a delicious Ginger Ale. For each purchase of the aforementioned sets of the Fredericton on Queen Street, Poutineco & Ginger will each donate \$5 to the Community Foundation. Cheers, Fredericton!

### MEMBER EVENTS

**Weddings and Events Designed by Kismet** - luxury event planning. Open to bookings 15 & 22, space is limited to book soon!  
[www.kismetdesign.ca](http://www.kismetdesign.ca) or call 506-458-9337.

Did you find **Startup Weekend** is coming back to Fredericton? Register for Startup Weekend New Brunswick taking place at Planet Hatch from Nov 13-15. Details and registration.

**Williams Chiropractic Health & Performance Centre** - Open from Saturday, November 7th from 10 am to 2 pm at 132 Main Street (Lower level). Talk with our team of health care professionals and order your bottles to win \$100 worth of health products.

**The Artistic Society Gallery** - Road Montserrat, 4000 St. John's Street, Fredericton, NB, A1B 1X6. Open from Friday, November 10th, 10-12. Come see our exhibition and sign up for more.

[www.artistic.ca](http://www.artistic.ca) or call 506-458-9337.



Facebook | Twitter | LinkedIn

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We will never sell, rent or give your information to a third party.

[www.frederictonchamber.ca](http://www.frederictonchamber.ca)

frederictonchamber.ca | 506-458-8006

We want to help you get the word out on your business. Do you have a new employee? Has someone retired? Is your company having an anniversary? Or maybe your company is having a special event like an open house? Why not let us promote it on our "Members Around Town" e-blast for free.

To further promote your business you can be a monthly sponsor which means your banner ad will be featured on two e-blasts during the month.

**Sponsorship for 2 issues in a month: \$150**

**Banner Ad Dimensions: 566 pixels high x 100 pixels wide**

Or if you would like to feature your business you can choose a vertical business card ad.

**Vertical Business Card Ad: \$50**

**Ad dimensions: 310 pixels high x 177 pixels wide**

## PROMOTE YOUR BUSINESS PACKAGE

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Want to promote your business or special event? We can help you get your message out using different advertising medias. Save 20% Cost - \$680

You will receive:

1. One Dedicated E-blast;
2. One Website Ad to be displayed for one month;
3. One vertical Business Card Ad in two "Members Around Town" issues;
4. Up to three mentions on the chamber's social media feeds

## Contact Us



If you would like to schedule a meeting to discuss advertising options or if you have any questions please feel free to contact me.

## BOOK YOUR AD TODAY

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Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

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### INSIGHT MAGAZINE

I would like to place my ad in the following issues: (please check)

Spring Issue     Summer Issue     Fall Issue     Winter Issue  
 Full Page     Half Page     Quarter Page     Business Card     Banner  
 I will provide 1200 pre-printed inserts to be included in the magazine

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### CHAMBER WEBSITE

I would like my website ad displayed for the following months: (please check)

January     February     March     April     May     June     July     August  
 September     October     November     December

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### DEDICATED E-BLAST

I would like a dedicated e-blast on this date:

\_\_\_\_\_

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### CHAMBER CONNECTIONS

I would like a chamber connections ad for the  first issue of the month or  second issue of the month

for the following month: (please check)

January     February     March     April     May     June     July     August  
 September     October     November     December

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### MEMBERS AROUND TOWN

I would like to sponsor two issues for the month of \_\_\_\_\_

I would like one vertical business card ad for the month of \_\_\_\_\_

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### PROMOTE YOUR BUSINESS PACKAGE

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\_\_\_ I would like the Promote Your Business Package for the month of \_\_\_\_\_  
HST IS applicable on all products