

2024

ADVERTISE WITH US

Do you want your ad to be seen by the
business community?

Do you want to connect to hundreds of
potential customers?

Do you want to stand out from your
competition?

The Fredericton Chamber of
Commerce is here to help!



**FREDERICTON
CHAMBER
OF COMMERCE**
The Voice of Business

Opportunities and rates

DEDICATED E-BLASTS



Do you want to stand out from your competition?
Do you want your reader's undivided attention?
Do you need to reach your clients now?
...Then our dedicated email is your best option.

\$ 450
each

\$ 225
Not-for-Profit

Take advantage of our ever-growing e-blast audience of approximately 2,400 unique email addresses and capture their attention with your very own message - direct to their inbox! Submit your camera-ready flyer OR ask us about in house design options.

OUR WEBSITE

\$ 150
each

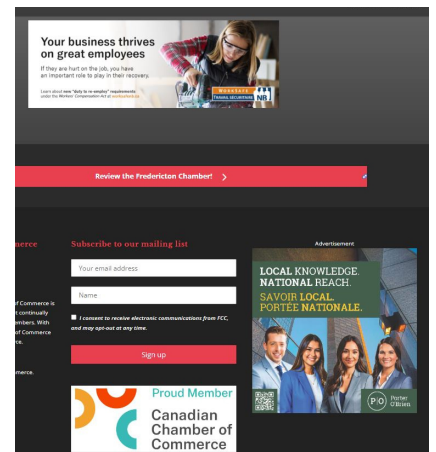
\$ 100
Not-for-Profit

Reach new and existing customers by advertising on our website today! Our website has over 5,900+ users per month on average!

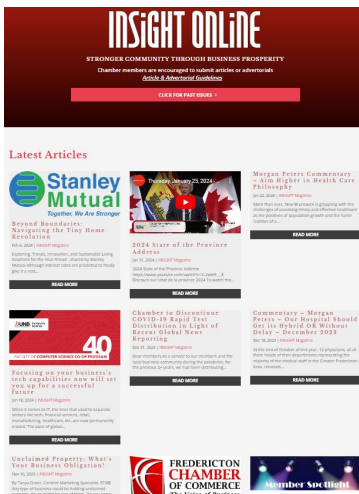
Your ad will appear online for one month and will be placed in rotation with other ads. We offer a variety of ad options to choose from including:

- Square (seen on homepage)
- Vertical Rectangle (seen on media releases, Insight articles, etc.)
- Wide Skyscraper (seen on content pages)

specs will be available upon booking



INSIGHT ONLINE



Insight Online is a way to stay up-to-date with what we are working on. We also offer Member Spotlight articles - a great way for our member to learn more about YOU!

Articles - We invite you to submit a business-to-business article for consideration absolutely FREE. These articles are not meant to be a sales pitch but should be based on relevant business trends or topics that our members can use. All submissions are subject to approval. To learn more or to submit your article [contact us!](#)

Advertorial - This paid article is intended to promote your business, products or services. Photos and logos are highly encouraged.



\$ 300

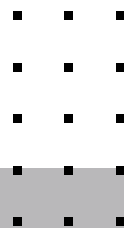
\$ 150
Not-for-Profit

frederictonchamber.ca | 506.458.8006

Non-members pay an additional 25% | All prices subject to HST



Opportunities and rates



CHAMBER CONNECTIONS AD



MEMBER NEWS

[Click here to add your member announcement or event](#)

Paul Elliott Named King's Counsel
Congratulations to Paul Elliott of Elliott & McCrea Law for being appointed King's counsel earlier this week by Lt.-Gov. Brenda Murphy. The designation of King's counsel recognizes the accomplishments and contributions made by these individuals to their profession and community. The appointees must also be members of the Law Society of New Brunswick and have at least 15 years of experience in the practice of law. Read the full news release [here](#).

Family Enrichment & Counseling Service Fredericton
In honour of their 50th anniversary, Family Enrichment & Counseling Service Fredericton is hosting a fundraising "Glow in the Dark" Curling Tournament on January 20, 2024 at the Capital Winter Club. The entry fee includes a tax receipt, lunch, dinner, drink ticket and a welcome bag. Not a curler? No problem! The event will culminate with an evening of 50th Anniversary Celebrations, with dinner and dessert, silent auction, entertainment, door prizes and much more. To register to curl, buy tickets for the 50th Anniversary Celebration or for any questions, please email events@femscpr.com.

Our Chamber Connections e-newsletter is sent each Thursday to over 2,400 contacts and consists of chamber members, non-members, and community members from many different sectors.

This is an inexpensive option for your ad to be seen by the business community. Submit your camera ready ad to us by 4:00 pm on Tuesday to appear in Chamber Connections for that week.

\$75
One issue

\$50
Not-for-Profit

specs will be available upon booking

MEMBER NEWS - ANNOUNCEMENTS & EVENTS

Take advantage of our Chamber Connections audience and submit your announcement or event!

It's easy...just fill out our online form by [clicking here](#)



OUR SOCIALS



We are happy to promote our members through our social media feeds. Just tag the chamber in your post and we'll help you get the word out! **TAG US using...**

Facebook @FrederictonChamberofCommerce

Twitter / X @Fton_Chamber

Youtube @frederictonchamberofcommer4474

Instagram @frederictonchamber

LinkedIn @frederictonchamberofcommerce

Click on the icons to connect to our socials



WE LOOK FORWARD TO HEARING FROM YOU!

For more information please email fchamber@frederictonchamber.ca

frederictonchamber.ca | 506.458.8006

Non-members pay an additional 25% | All prices subject to HST



Content and Ad Guidelines

INSIGHT ONLINE GUIDELINES

- All articles are subject to approval by the Fredericton Chamber of Commerce editorial team and all decisions by the team are considered final.
- Articles are to be business focused and should share verifiable, evidence supported information on relevant business trends or topics.
- Writing should be straightforward in a conversational style.
- While members are encouraged to write about their expertise, informative articles are not intended to advertise, promote or solicit for the submitting company.
- If you wish to promote your business, product or services, paid advertorials are available.
- Insight online is an online magazine therefore, there is no required word count and photos and logos are encouraged to enhance your article. Photos and logos should be high resolution.
- Articles appearing on Insight Online may be solicited from external sources.
- The author understands and agrees to allow editorial changes at the discretion of the editorial team, if needed – if changes are material – the author will be consulted.
- All articles will have the author's name and business organization. It should include a short 1 paragraph bio about the author.
- Sources cited within the article should be clearly noted when appropriate either via footnote or explanation within the article.
- Inclusion of any article or advertorial does not constitute an endorsement from the Fredericton Chamber of Commerce of the product or information.

IMAGE GUIDELINES

Images and logos to be included with articles appearing in Insight Online should be high resolution in a JPEG or PNG file. Horizontal photos work best for the header photo but vertical photos can be used within the article.

INSIGHT ONLINE ADVERTISING

Advertorials- \$300 / \$150 not-for-profit rate (non-members pay an additional 25%)

Advertorials appear on Insight Online and are paid sponsored articles that promote a business, products and/or services. High resolutions photos and logos are encouraged. Advertorial size 8 ½" x 11"

EMAIL ADVERTISING

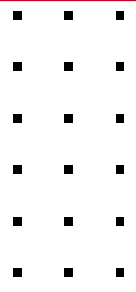
The chamber's email list is approximately 2400 email addresses and consists of chamber members, non-members, and community members from many different business sectors.

frederictonchamber.ca | 506.458.8006

Non-members pay an additional 25% | All prices subject to HST



Content and Ad Guidelines



DEDICATED E-BLASTS

\$450 each / \$225 each not-for-profit rate (non-members pay and additional 25%)

Dedicated eblasts are your message only. Generally an 8 ½" x 11" camera-ready flyer is submitted along with a link to a website or email for more information etc. If you don't have a prepared flyer, our email designer can design it for you. A proof will be sent to you for changes or approval. Once the eblast is approved, it will be scheduled to be distributed to the chamber's email list.

CHAMBER CONNECTIONS ADS

\$75 each / \$50 each not-for-profit rate (non-members pay an additional 25%)

Chamber Connections is the chamber's weekly e-newsletter generally sent each Thursday. Ad size is 800 pixels high x 1200 pixels wide and you are encouraged to include a link to your website or email for further information etc. Ads are to be submitted by 4:00 pm on Tuesday to appear in the Chamber Connections for that week.

MEMBER NEWS

Announcements and Events – Free for Chamber Members

Chamber members are encouraged to submit their announcements and events to be featured in the weekly Chamber Connections e-newsletter. Submissions are text only and the link to submit is on the chamber website homepage under the [Member News link](#)

WEBSITE ADVERTISING

Website Ads - \$150 each / \$100 not-for-profit rate (non-members pay an additional 25%)

Ads appear on the site for one month. Ads may be placed in a rotation with other ads

Ad Sizes Available:

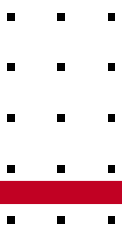
Square – 450 pixels x 450 pixels (seen on homepage)

Vertical Rectangle – 300 pixels wide x 600 pixels high (seen on blog, media releases, Insight articles, etc.)

Wide Skyscraper – 160 pixels wide x 600 pixels high (content pages)

WE LOOK FORWARD TO HEARING FROM YOU!

For more information please email fchamber@frederictonchamber.ca



frederictonchamber.ca | 506.458.8006

Non-members pay an additional 25% | All prices subject to HST

