

Web Advertising – OpportunityJacksonville.com

The Chamber’s new Web site is certain to become the online business resource for Northeast Florida. Web site visitors can now:

- Find and register for Chamber and council events
- Complete membership applications
- Request information about Chamber committees
- Search for Chamber members in specific industries
- Keep current on local business news
- Find out how to start or grow a business
- Find links to local business resources
- Learn more about the seven counties serviced by the Chamber



Web Advertising Rates

For a limited time members can take advantage of introductory advertising rates on the Chamber’s newly redesigned Web site. Advertising rates are listed below. Three month rates include a 15% discount and six month rates include a 25% discount, approximately.

Home Page Advertising

Size: 620 x 70 banner ad

Rates	1-Month Rate	3-Month Rate	6-Month Rate
		\$1,495	\$3,850

Home page ad placement

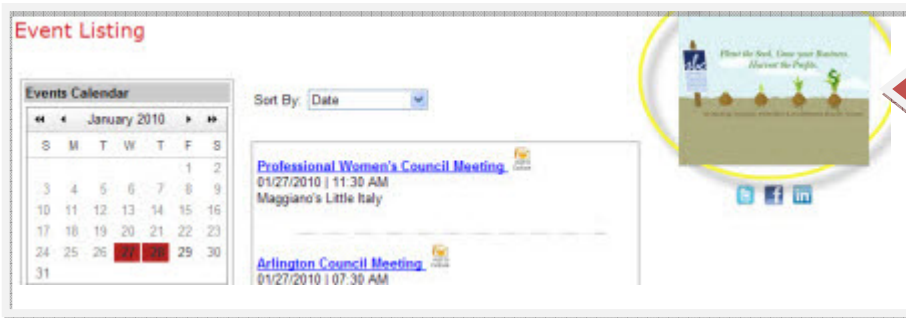
Most Popular Interior Pages

Includes:

- Business Directory
- Event Calendar
- Member Spotlight

Size: 190 x 150 side banner

Rates	1-Month Rate	3-Month Rate	6-Month Rate
		\$995	\$2,550



Interior ad placement

High Interest Interior Pages

Includes:

- Key Legislative Issues
- Blogs
- Small Business Center
- Women's Business Center
- Grand Openings

Size: 190 x 150 side banner

Rates	1-Month Rate	3-Month Rate	6-Month Rate
		\$250	\$650

Council and Program Pages

Includes:

- Member Recognition
- Beaches Division
- Arlington Council
- Downtown Council
- Jacksonville IT Council
- Mandarin Council
- North + Northeast Council
- Professional Women's Council
- South Council
- West Council
- Power of Partnerships
- Power of Partners
- UnCampaign
- Ambassador Program
- Task Forces

Size: 190 x 150 side banner (same ad placement as illustrated in the High Interest Interior Pages on page 26)

Rates	1-Month Rate	3-Month Rate	6-Month Rate
	\$200	\$500	\$875

Resources Page Advertisements

Includes:

- Counseling
- Mentoring
- Training
- Government Contracting
- Councils
- Workforce
- Government
- Workshops
- Programs and Services
- Local Contacts to Call
- About Us
- Contact Us
- Privacy Policy

Size: 190 x 150 side banner (same ad placement as illustrated in the High Interest Interior Pages on page 26)

Rates	1-Month Rate	3-Month Rate	6-Month Rate
	\$100	\$250	\$425

Contact: Meisha Joyce, Web Content Coordinator, 904 366-6695, Meisha.joyce@myjaxchamber.com

Graphic Design Services: Not included in the advertising rates above, however Meisha Joyce can provide suggestions and referrals.

Webinar Sponsorships

During 2010, Chamber members will have the opportunity to sponsor Webinars in the following categories:

- Financing
- Health Insurance
- Public Policy & Economic Development

Benefits of sponsorship

- The sponsor will receive a significant amount of advertising exposure.
- The sponsor will have the opportunity to communicate with a large number of Chamber members and non-members.

Webinar features

- Only one sponsor will be promoted per Webinar.
- The sponsor can select the topic and speaker, subject to approval by the Chamber.
- The Chamber will advertise the event to Chamber members and non-members through multiple channels.
- To maximize participation, Webinars will be offered at no cost to members and at only \$10 per location to non-members.
- Sponsors can provide supplemental materials to Webinar participants.
- The Chamber will manage the Webinar logistics.

Costs

- Costs to sponsor Webinars include a charge to cover the Chamber's advertising, plus a charge per participant.
- Advertising charge is \$1,000 per Webinar or \$2,500 for a series of three Webinars.
- Per participant cost is \$10 per participant. Participation may be limited at the sponsor's request.
- Example: A sponsorship would pay \$1,300 to sponsor a Webinar with 30 attendees.

Potential Topics for Webinars

Potential topics for the Webinars on financing could include:

Series 1: Savvy Financial Strategies for Small Businesses

- Tax strategies for today
- Maintaining your borrowing capacity
- Investing when nothing is certain

Contact: Meisha Joyce, 904 366-6695, Meisha.joyce@myjaxchamber.com

E-Newsletters

High profile advertising opportunities are also available through the Chamber's e-newsletters.

Instant aCCess Advertising

Subscribers: 8,000

Distribution: Weekly from the Jacksonville Regional Chamber of Commerce

Size: 125 x 125 logo

Rates	1-Month Rate	3-Month Rate	6-Month Rate
	\$1,995	\$4,995	\$8,995

Beaches e-News Advertising

Subscribers: 750

Distribution: Monthly from the Beaches Division

Size: 125 x 125 logo

Rates	1-Month Rate	3-Month Rate	6-Month Rate
	\$495	\$1,245	\$2,445

Contact: Meisha Joyce, 904 366-6695, Meisha.joyce@myjaxchamber.com