

PLEASANTON CHAMBER OF COMMERCE 2025 MARKETING OPPORTUNITIES

PRINT NEWSLETTER

The **Business Connection** newsletter is a bi-monthly publication inserted into the *Pleasanton Weekly* on the first Friday of the odd-numbered months. With a reach of 10,000 residences and businesses and a readership of 25,000, the Business Connection features spotlights on members, a column by the board chair, membership anniversaries, ribbon cuttings and more.



Pleasanton Chamber of Commerce | Business Connection

Quarter Page Ad

Eighth Page Ad

Half Page Ad

Print Newsletter Ad
Price Per Issue

Half Page = \$375
Quarter Page = \$220
Eighth Page = \$125

Five print newsletters scheduled for 2024

ELECTRONIC NEWSLETTER

The **E-Business Connection** is an electronic newsletter sent on the first Friday of the even-numbered months to 1,200 chamber members and over 5,000 social media subscribers, it features updates from the CEO and board Chair, articles contributed by chamber members offering insights on business improvement, ribbon cuttings, new members, and more.



Regular Size Ad

Regular Size Ad

Regular Size Ad

Horizontal Size Ad

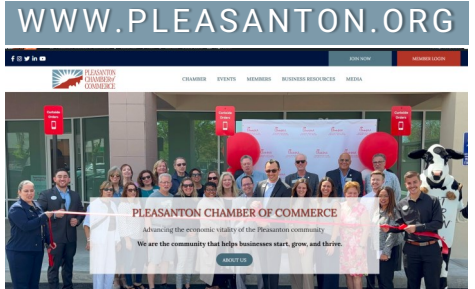
Electronic Newsletter Ad
Price Per Issue

Regular Size = \$45
Horizontal Size = \$65

Six electronic newsletters scheduled for 2024

WEBSITE

The Chamber's website **pleasanton.org** averages more than 45,000 views per month, including 10,000 views on average for the Business Directory and 4,500 views for the Events Calendar. Our website includes information on membership benefits, marketing, business advocacy, events, programs, the Chamber and all about Pleasanton.



BUSINESS DIRECTORY SEARCH

Banner Ad

55 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z All

See reverse side
for banner ad location
options and pricing

MARKETING PACKAGES

Lowest pricing options for our newsletters

<p style="text-align: center;">Gold Package</p> <p>5 Quarter Page Print Ads 6 Regular Electronic Ads OR 3 Half Page Print Ads 6 Regular Electronic Ads</p> <p style="text-align: center;">\$995 (regular price \$1,395)</p>	<p style="text-align: center;">Silver Package</p> <p>2 Quarter Page Print Ads 6 Regular Electronic Ads OR 2 Quarter Page Print Ads 3 Horizontal Electronic Ads</p> <p style="text-align: center;">\$595 (regular price \$805)</p>
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Frequency, flexibility and visibility



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PRINT NEWSLETTER



Business Connection Print Newsletter Due Dates

- Issue January 24: ad due December 20
- Issue March 7: ad due February 10
- Issue May 2: ad due April 7
- Issue July 4: ad due June 9
- Issue September 5: ad due August 11
- Issue November 7: ad due October 13

Ad Sizes & Dimensions (in inches width x height)

- Half Page: 10 x 6.375
- Quarter Page: 4.9375 x 6.375
- Eighth Page: 4.9375 x 3.125

Submit ad to events@pleasanton.org as high-resolution, print-ready PDF

ELECTRONIC NEWSLETTER



E-Business Connection Electronic Newsletter Due Dates

- Issue February 7: ad due February 3
- Issue April 4: ad due March 31
- Issue June 6: ad due June 2
- Issue August 1: ad due July 28
- Issue October 3: ad due September 29
- Issue December 5: ad due Dec 1

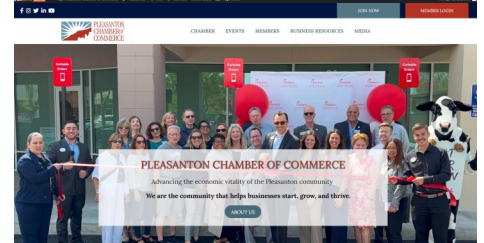
Ad Sizes & Dimensions (in inches width x height)

- Regular Size Ad = 4.167 x 3.824
- Horizontal Size Ad = 11.472 x 4.167

Submit ad to events@pleasanton.org as JPG or GIF and provide URL link

WEBSITE

WWW.PLEASANTON.ORG



Website Banner Ad Locations

1. Business Directory Search (and business category page)
2. Events Calendar

Banner Ad Size

The banner ad is 728 x 90 pixels OR 7.5833" x 0.9375" OR 7 ³⁷/₆₄" x 15 ¹⁵/₁₆" and should be sent as a JPG or GIF.

Link

Your ad can be hyperlinked to your website. The default link is to your member page of our business directory.

Duration

The longer the duration selected, the lower the price and the higher the priority on the views/scroll for pages with multiple ads.

Timing

Banner ads should be submitted along with the URL link two business days prior to the beginning of your scheduled advertising window. Timelines and locations of your banner ad are flexible throughout the year.

Website Banner Ad Pricing

Business Directory Search

(average of 10,000 views/month)

- 1 month = \$200
- 3 months = \$375 (\$125/month)
- 6 months = \$450 (\$75/month)
- 12 months = \$600 (\$50/month)

Includes Banner Ad on your Business Category page.

Events Calendar Page

(average of 4,500 views/month)

- 1 month = \$100
- 3 months = \$225 (\$75/month)
- 6 months = \$360 (\$60/month)
- 12 months = \$540 (\$45/month)

