

## CHAMBER WEB SITE SPONSOR PRICING

[www.halfmoonbaychamber.org](http://www.halfmoonbaychamber.org)

### **Why Market Through the Half Moon Bay Coastside Chamber's web site?**

- The Chamber's web site links qualified consumers directly to members.
- This new benefit is a "quantifiable" marketing/advertising program.
- This newly available benefit is provided exclusively to chamber members.
- The Chamber acts as the region's private search engine.
- Historically, The Chamber has been the central hub for reliable business information.
- The Chamber has a significant natural call volume, **1,657,000** visitors/year expected.
- The Chamber Web site provides accurate referrals 24 hours a day, 7 days a week.

At this time all ad prices are based on a one (1) year commitment. Advertisers are granted first right of refusal for renewal upon the end of their one year term.

### **SPONSORSHIP OPPORTUNITIES**

#### **Tier 1 Sponsorship/Advertising Position**

**Price:** \$3,00/year co-sponsorship, limit 5

**Description:** This premium advertising opportunity provides your company maximum exposure to all users accessing The Chamber's web site. Advertisers are positioned on The Chamber's splash page and provided links.  
468 pixels wide, 60 pixels high

#### **MapQuest Sponsor**

**Price:** \$5,000/year exclusive  
\$1,500/year co-sponsor, limit 4  
468 pixels wide, 60 pixels high

#### **Tier 2 Sponsorship/Advertising Position**

**Price:** \$1,500/year exclusive  
\$500/year co-sponsor, limit 5

**Description:** Tier 2 advertisers are provided excellent exposure to users reviewing major menus or pertinent information pages. Advertisers are provided links and located at the top of designated pages.  
468 pixels wide, 60 pixels high

#### **Tier 3 Sponsorship/Advertising Position**

**Price:** \$1,000/year exclusive  
\$250/year co-sponsorship, limit 4  
468 pixels wide, 60 pixels high

#### **Tier 4 Sponsorship/Advertising Position**

**Price:** \$750/year exclusive  
\$200/year co-sponsorship, limit 4  
468 pixels wide, 60 pixels high

#### **Tier 5 Sponsorship/Advertising Position**

**Price:** \$500/year exclusive  
\$150/year co-sponsorship, limit 4  
468 pixels wide, 60 pixels high

#### **Tier 6 Sponsorship/Advertising Position**

##### **Highlight Package**

**Price:** \$150/year

**Description:** You can visibly enhance your presence on the Chamber's Web site with the Highlight package. A highlight package enhancing your listing within your category will give your business an edge over your competitors. Similar to an ad in the yellow pages, a highlighted ad is an eye-catcher for your business. It will attract more potential customers than the black-and-white ad of the business next to yours.

Highlight Package, includes:

- free Hotlink from the Chamber's Web site directly to your own web site
- free Email link
- free mapping feature
- free business name keyword search.

PLUS CHOICE OF 2 ADDITIONAL FEATURES:

Pick 1 item from this list:

- boldface type
- 2<sup>nd</sup> phone number

And 1 item from this list:

- text (limit 20 words/100 characters)
- logo/icon image
- shaded box (yellow) around your alphabetical listing within your category

##### **Business Profile Page**

**Price:** \$150 one time fee (changes/updates to be billed at \$150/hour)  
\$50 discount with Tier 1-5 purchase

**Description:** Have a "Web page" within our Web site. A Business Profile Page is ideal for businesses that do not currently have their own web site & URL. You provide us with a few paragraphs describing your business, products, or services and a graphic image (either company logo or a photo). We then create a Business Profile Page that can be hotlinked from your membership listing or from your page sponsorship. (Image size 150 pixels wide, 150 pixels high)

**ADDITIONAL WEB SITE FEATURES:**

**Maplink**

**Price:** no charge

**Description:** A map of your location provides exact driving directions for your potential customers to make sure they can find your business. Maps can easily be printed or verbatim driving directions can be printed from doorway to doorway.

**Web Site & Email Hotlink**

**Price:** no charge

**Description:** A hotlink makes it very easy for your potential customers to access your own website or to request information from you via e-mail. The hotlink allows customers to access your website on the spot. It is more likely that they will actually enter your website to see what services and products you have available versus your competitor that may not have a hotlink.

**Discounts are available for purchase of multiple tiers:**

- 15% discount for three (3) tiers
- 20% discount for four (4) tiers

Prices are subject to change.

Prices do not include graphic design/ad preparation (to be billed at \$150/hour).

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