

Greater Manlius Chamber of Commerce

Free Promotion & Advertising Opportunities

The Chamber is pleased to offer the following opportunities to help our members promote their events:

CHAMBER HAPPENINGS (monthly newsletter) – Event listings appear under Upcoming Member/Community Events with associated graphics. Event listing information must be ready to copy/paste; all graphics (FREE or PAID) must be submitted in JPG, PNG or PDF format using dimensions specified in our Advertising Opportunities info. **Submissions are due by the 20th of the month preceding the targeted newsletter.** Free promotion eligibility is determined as follows:

- FREE promo of NON-PROFIT member and MUNICIPAL events: Event listing (member name, event date/time, brief description, link to more info) and a flyer if provided.
- FREE promo of BUSINESS member events that are a fundraiser for a charitable organization: Event listing (member name, event date/time, brief description, link to more info) and a flyer if provided.
- FREE EVENT listing with no restrictions on type of membership or event: Listing includes member name, event date and time, brief event description, link to more info. No graphics.
- FREE promo of SPECIAL EVENTS: Grand openings/ribbon cuttings, 50-year celebrations, etc. for all members.
- **NEW FREE MEMBER AD***: One (1) free member ad per calendar year: Event listing (member name, event date/time, brief description, link to more info) and a ¼ page flyer (4"W x 4 ¾"H).
- PAID AD: Anything more extensive/prominent than basic event listing (member name, event date/time, brief description, link to more info) is an AD and sold per current NEWSLETTER AD pricing.

*A larger ad may be purchased by members under this FREE MEMBER AD benefit with a \$20 discount (1-month ¼ page ad value) off the larger ad price. Discount limited to 1/calendar year.

Note: Chamber may edit text or typos, or for format consistency with other entries. Members: Please submit copy-ready information - chamber may return or omit if not copy-ready.

MID-MONTH UPDATE – This is a brief, graphics-free update listing chamber and member/community events along with any timely chamber communications sent out on the 15th of each month. **Submissions are due by the 10th of the month.**

- FREE EVENT listing with no restrictions on type of membership or event: Listing includes member name, event date and time, brief event description, link to more info. No graphics.

NOTE: Chamber may edit text or typos, or for format consistency with other entries. Members: Please submit copy-ready information - chamber may return or omit if not copy-ready.

EMAIL BLASTS – *NEW* – Graphics submitted must be JPG or PNG; info submitted must be exactly as member wants it – copy-ready for email along with graphic to upload. **Request must be submitted 2 weeks in advance of event to allow for email scheduling.**

- 2 FREE email blasts per year per member – 1 blast January-June and 1 blast July-December
- Email may contain any information the member wants to promote
- Email blasts may not be exclusive depending on volume received – combining of multiple events into a single email may occur

CHAMBER FACEBOOK PAGE & CHAMBER CALENDAR – FREE – Graphics submitted must be in JPG or PNG format for easy upload. **Submissions are due 2 weeks prior to an event to guarantee posting and allow for scheduling.**

- Posting of events members send to us to promote; must send exact info to post via copy/paste
- Posting of municipal events sent to us to promote; must send exact info to post via copy/paste
- Will share events from members' FB pages on our time line if we are tagged
- Chamber will limit the number of daily FB posts, so post scheduling may occur
- Only chamber events will be listed under our FB Events