



## VEGAS CHAMBER MEDIA KIT 2024

The Vegas Chamber offers a wide array of engaging branding opportunities to reach the Las Vegas business community.

# WE ARE VEGAS





# DIGITAL CHAMBER MAGAZINE



Inside each digitally-distributed issue, you'll find important business information, in-depth stories about business-relevant topics, news on local businesses, profiles on some of the region's most influential people.

### DISTRIBUTION 520,000+ Readership per Issue

- E-mailed to every business in the chamber's website
- Prominently displayed on the chamber's home page
- Social media distribution on multi-platforms

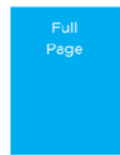


## MEDIA ASSET

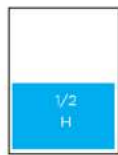
	VC MEMBERS	NON-MEMBERS	POLITICAL RATES
1/4 Page	\$250	\$350	\$525
1/2 Page	\$425	\$525	\$788
Full Page	\$700	\$800	\$1,200

\*Prices subject to change

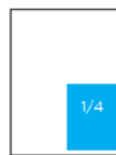
## DIGITAL AD SPECS



FULL BLEED:



1/2 HORIZONTAL



1/4 PAGE:

Full Page with Bleeds:	Image Area 7.5" x 10", Trim 8.375" x 10.75", Trim + Bleed 8.625" x 11"
Full Page (no bleed)	7.5" x 10"
1/2 Page - Horizontal	7.5" x 4.875"
1/4 Page - Vertical	3.625" x 4.875"

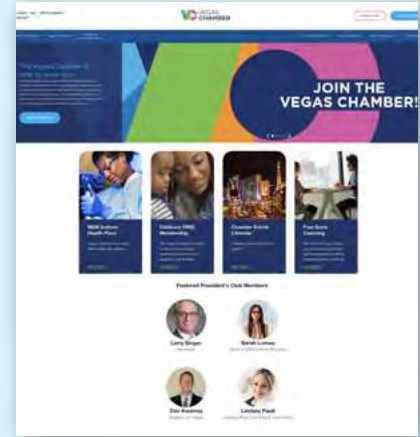
TO RESERVE YOUR SPOT, CONTACT YOUR VEGAS CHAMBER REPRESENTATIVE  
 or: [Marketing@VegasChamber.com](mailto:Marketing@VegasChamber.com) or call 702.641.5822.



# E-NEWSLETTER & WEBSITE VEGASCHAMBER.COM



- Page Views: Approx. 325,000
- Unique Page Views: Approx. 275,000
- Number of Sessions: Approx. 190,000
- Average Annual New Users: Approx. 133,000



## MEDIA ASSET

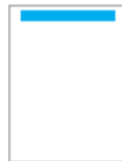
AD TYPE	1 MONTH
Website Banner	\$250
E-Newsletter Top Banner	\$650
E-Newsletter Bottom Banner	\$500
Advertorial	\$250

\*Prices subject to change

## DIGITAL AD SPECS

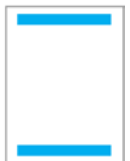
### WEBSITE BANNER

- Size 728 px (W) x 90 px (H)
- Links directly to client-provided URL
- Ads run in rotation



### E-NEWSLETTER BANNER

- Size 728 px (W) x 90 px (H)
- Links directly to client-provided URL



### ADVERTORIAL

- Provide image - size 300 px (W) x 250 px (H)
- 50 words or less
- Links directly to client-provided URL

### DIGITAL AD SPECS:

- Standard format: jpg or gif
- All creative is subject to approval by the Vegas Chamber.
- "Rich Media" ads are not permitted. This includes floating, expandable and tandem advertisements.

### DEADLINES:

Art & URL must be submitted to the Vegas Chamber at [marketing@vegaschamber.com](mailto:marketing@vegaschamber.com) by the 14<sup>th</sup> of the month prior to the scheduled campaign.

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## VEGAS CHAMBER TV - TAKING CARE OF BUSINESS

Get your Business on TV today!



VEGAS CHAMBER PRESENTS



**TAKING CARE OF BUSINESS**

Associate your brand with the premier business organization in Nevada, the Vegas Chamber! Advertise on the Vegas Chamber TV show "Taking Care of Business" today.

### ANNUAL TV SPONSORSHIPS

#### **SERIES SPONSOR: \$25,000/Year**

- Company logo and recognition, as the Series Sponsor, on all digital and promotional assets
- Company recognition on all radio promotion of the television series
- :30 second commercial, three times per episode (frequency of 576 per year)
- 12 social media posts highlighting your business as a proud sponsor of the Vegas Chamber TV Show
- Static graphics generated throughout each "Taking Care of Business" episode

#### **PROGRAM SPONSOR: \$18,000/Year**

- Company logo and recognition, as the Program Sponsor, on all digital and promotional assets
- :30 second commercial, two times per episode (frequency of 384 per year)
- 12 social media posts highlighting your business as a proud sponsor of the Vegas Chamber TV Show

#### **PARTNER SPONSOR: \$7,500/Year**

- :30 second commercial, one time per episode (frequency of 192 per year)

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