



## WEBSITE ADVERTISING

ELEVATE YOUR BUSINESS MARKETING STRATEGY

Opportunity is abound, upon the all new and contemporary redesigned Pocono Chamber Website. Our Digital Strategies Committee pulled out all the stops when envisioning and redesigning the Chamber Website to robustly meet the growing needs of our local businesses! Take this opportunity to get noticed with an all **NEW** Enhanced Member Profile or become our Featured Business of the Month and receive visibility on every page! The Chamber has advertising options to fit any budget! Have your business stand out with a beautiful Banner Ad where you choose your Exposure and get yourself a Priority Directory Listing! Get noticed Today!

### **FOR A LIMITED TIME ONLY!!!**

Place your advertisement within the Print Directory and receive steep discounts on lucrative website advertising opportunities!



Deadline to submit your Ad is June 1<sup>st</sup>!

So, Come on Down!

The Price is Right!

CALL TODAY!

570.421.4433

## ENHANCED MEMBER PROFILE & DIRECTORY LISTING

**This enhanced member profile can function like a mini-website or a promotional landing page for your business. You can direct your domain or subdomain name here! It includes...**

- **Member Profile Page:**  
Logo/image next to company information, expanded description of 1,600 characters (standard is 200), bulleted hyperlinked product or service highlights, additional website links, slideshow of photos and videos.
- **Enhanced Map Features:**  
When clicked on: picture/logo, name, phone number, address, description, web link, contact e-mail, directions link will appear.
- **Search Results Listing:**  
Priority placement over Basic Member Profile listings, logo/image next to listing, 200 character description under company name on Search Results, website link above phone number on Search Results.

The **FREE Basic Member Profile**, which is a benefit of your Chamber membership, only includes: Member Profile Page with contact information and social media buttons, a 200 character business description, driving directions, hours of operation and personalized keywords, plus, Search Results Listing: random placement below priority placement listings and basic business information, such as: name, address, phone and website link.

# Member Profiles at a Glance: *Basic* vs **ENHANCED GOLD**

Basic: Free and Included with your Chamber Membership

## **ENHANCED GOLD** : Just \$300.00 total/year

Research shows that businesses who *ENHANCE* their Member Profiles and Directory Listings see a major improvement compared to other members within the same category!

- 400% increase in category listing views!
- 200% increase in times your business in mapped!
- 1300% increase in Customized Webpage views!
- 400% increase in visitors to your website!

WHAT YOU GET	BASIC PROFILE	ENHANCED GOLD PROFILE
<b>MEMBER PROFILE PAGE:</b>		
Contact Information	X	X
Social Media Buttons	X	X
200 Character Description	X	
Expanded 1,600 Character Description		X
Logo/Image next to Company Information		X
Profile Header Image		X
Hyperlinked Bulleted Highlights of Products and Services		X
Additional Website Links		X
Slideshow of additional Photos or Video		X
Personalized Keywords	X	X
Driving Directions	X	X
Enhanced Maps Features: Picture/Logo, Contact info, Description, Web Link, E-mail, Directions Link		X
<b>SEARCH RESULTS LISTING:</b>		
Random Placement below Priority Placement Listings	X	
Basic Business Info: Name, Address, Phone, Website Link	X	X
Priority Placement over Basic Listings		X
Logo/Image next to Listing	X	X
200 Character Description under Company Name on Search Results		X
Web Site Link above Phone Number on Search Results		X
<b>BONUS!</b>		
Priority placement in rotation of purchased Banner Ads		X

## FEATURED BUSINESS OF THE MONTH: \$400.00

**The most popular web advertising package on the PCC website with maximum exposure because it is on every page of the website!**

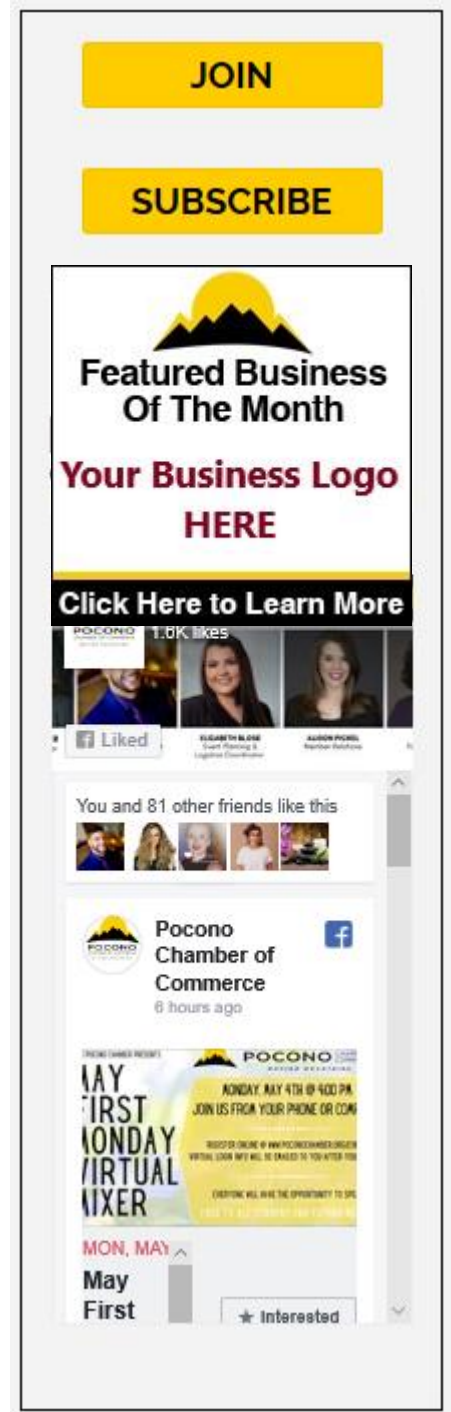
- Your company's name or logo on a Featured Business of the Month badge located on the right global sidebar of the PCC website with a link to your member profile page.
- Business Spotlight article of 250 words, plus photo and logo, OR business promotional video showcased on the PCC website homepage for the month and in the Pocono Chamber Newsletter.
- Multiple mentions throughout the month about your business on the PCC Facebook page.

This is an incredible opportunity to spotlight your business and make it **STAND OUT!** This package sells out quickly; therefore, space reservations are taken on a first come, first served basis and will be put on the calendar schedule in that order. **Your order must be PAID to be placed on the schedule.**

## BANNER AD PACKAGES

Build your brand recognition, increase your website traffic and supplement your presence on the PCC website with a colorful 728 x 90-pixel banner ad. The banner ad is highly visible on the top of a PCC webpage, makes your company easier to find, shows support for your Chamber and invites a visitor to click it to find out more about your company at your website.

There is a limit to the number of banners shown in rotation and each banner is visible for 4.5 seconds in each rotation. Packages are subject to 1 banner per contract even if the banner appears on multiple pages. Members with a Gold Member Profile and/or purchase a higher exposure level banner ad package will receive priority ranking in rotation order. Those who choose a 12-month contract may change their banner up to 4 times per year.



ADVERTISE  
WITH US!

**YOUR ADVERTISEMENT COULD BE HERE.**

Don't miss out on marketing your business online. [Click here for more information »](#)

# Banner Ad Packages

## Platinum Level 1 (EXCEPTIONAL EXPOSURE)

\$1500.00 for 12-month contract

- **Your banner ad on the PPC homepage.**

## Gold Level 2 (OUTSTANDING EXPOSURE)

\$1000.00 for 12-month contract

- **Your banner ad will appear on the most visited pages on the PPC website after the homepage, eg. all directory, maps, calendars, hot deal, press release, contact, Tripbuilder pages**

## Silver Level 3 (GREAT EXPOSURE)

\$750.00 for 12-month contract

- **Your banner ad on a set of Specialty high-profile pages- ask Webmaster for details.**

## Diamond Ad Package (OPTIMUM EXPOSURE)

\$5,000.00 (a \$10,750.00 Value) Total Package Price

- **This package includes: 1 banner ad visible on ALL pages of the PPC website (banner ad can be changed up to 4x/yr), 1 Featured Business of the Month, 1 Gold Enhanced Member Profile.**



1004 West Main Street, Stroudsburg, PA 18360

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