

# Marketing Opportunities for Members

This is a short summary of the many opportunities for Camarillo Chamber of Commerce members to market their business through the Chamber. More details are available on each of these programs.

## **Camarillo Business Journal**

The Chamber's newsletter is read by more than 4000 business owners and managers, government, education and education managers, board members, and elected officials each month. These are the decision-makers of Camarillo. Rates are moderate and only members may advertise.

### **Advertising**

Ad rates begin at \$55 per month for a Business Resources ad or as low as \$190 per month for a quarter page ad. Full rate sheet is available.

### **Newsletter flyer inserts**

Flyers are included in the newsletter mailing to 1200 of the Business Journal circulation.. 1250 insert copies are due by the 17th of each month. (due by the Dec. 12th for January edition) \$160 per month or \$140 per month for 12 mo.

## **Chamber Web Site promotion**

**Use the Chamber's high traffic website to highlight your business**

### **About CamarilloChamber.org**

Website is viewed by 12,000 users per month and has over 160,000 hits per month. Every member receives a free web site directory listing. In addition, these marketing opportunities are offered.

### **Enhanced Listing are part of the Tier II package**

*This is your best value!*

An Enhanced Listing comes with **Tier II membership at \$175** per year and has the following benefits:

#### **On the search page**

- 200 character description (none with standard listing)

#### **On the your own member page**

- Description up to 1600 characters (standard listings receive 200 characters)
- Logo next to name of your company
- Up to 8 photos of your choice
- Five bullet points about your organization and products
- Map link to your location

#### **30 key words**

- These help your business to be found in a business directory search (standard memberships receive 8 key words)

### **Banner advertising**

Banner ads, logos and other promotional opportunities are available on business directory and content pages. Call Chamber office for additional information.

## **Wednesday Email Update**

Weekly circulation of the Update is 1500 email addresses, primarily of Chamber member owners and managers, plus governmental and education leaders. Four-week circulation is guaranteed at 5000.

### **Banners**

**Banner size:** Same as on CamarilloChamber.org:

**Banner location:** Banners appear in the upper left-hand column. Only two banners may run per issue; they are rotated each week.

### **Banner costs**

Three month contract \$375

Periods: Jan.-Mar. / Apr.-June / July-Sept. / Oct.-Dec.

### **Terms**

**Applications & Renewals .** Banners may be renewed if there are no other sponsors in line for the following period. Banner ads must be provided by 5 p.m. the Friday prior to the first Wednesday of the Month. Sponsorships will be accepted in the order received.

## **Member Messages**

Messages will be shown following the weekly news in the Wednesday Update. Messages can be contracted by the week or for a four-week-period. They are limited to 70 words and can include a highlighted headline of up to 9 words as well as a website link or an email link. A maximum of five messages will be run in an issue. Messages will be accepted and run in the order received.

### **Member Message costs**

\$25 per week \$75 for a four-week message.

**Terms:** Messages must be provided to the Chamber in writing. Final deadline is 5 p.m. the Monday prior to the Wednesday Update.

## **CSUCI Welcome Pack**

Annual book bag given to each new CSUCI student and faculty member. Bag is filled with valuable coupons and promotions from Chamber members. 1000 bags will be distributed in 2010.

### **Primary Sponsorship**

Logo on bag, 3 items in bag \$750

### **Partnership**

One item in bag \$300

*See reverse for more Member Marketing Opportunities*



Camarillo  
Chamber of  
Commerce

*Promoting and enhancing a positive environment for business and community*

Marketing opportunities shown in this flyer are available to members of the Camarillo Chamber of Commerce.

Further printed information is available about each of these programs.

Also, check [CamarilloChamber.org](http://CamarilloChamber.org) or contact the Chamber office or Membership Manager for details. Call 805-484-4383 x7.

## Annual Camarillo Profile and Business Directory

### Free business listings and opportunities to advertise to a key audience

The Chamber publishes an annual magazine style Camarillo guide with a membership directory. Every member is listed in the directory free and *members only* can advertise in the directory. 10,000 copies go to over new residents, visitors, prospective and new businesses, all Chamber members plus 1000 other business people, and upscale residents.

### Host a "business-after-hours" mixer at your business location

Call for guidelines and available dates in 2010.

### Membership list on labels or disks

New members' first set of labels are free (or receive a 50% discount on a membership disk).

#### Membership labels

\$45 for members                      \$120 non-members

#### Printed membership list

\$10 for members                      \$40 for non members

#### Membership list on disk or email (for one-time use)

\$90 for members                      \$250 for non members

## Business @ Breakfast

Each event is held every month, 2nd Friday 7:00 a.m. to 9:00 a.m.

**Sponsor an event      \$300 for Business @ Breakfast**

Sponsors get seven-minute presentation, 2 tickets to the event, demonstration table, and much exposure in promotional materials and on [CamarilloChamber.org](http://CamarilloChamber.org).

**Business@Breakfast**  
2nd Friday every month

## List of new Camarillo businesses Monthly

Monthly list of all new business licenses in Camarillo  
\$10 for members                      \$20 for non-members

## Camarillo Map Advertising

The Camarillo Chamber publishes the official Camarillo map every second year. Advertising opportunities, *offered only to Chamber members*, will be available in 2009 for the next map publication.

## Chamber Lobby Display

Distribute your brochure or business card at the Chamber office --it's **FREE** to members and exposes your materials to hundreds of members and visitors each week.

## Annual Business Expo

Market your products and services to businesses and consumers at this annual event. Please contact Shawn at the Chamber office at 805-484-4383 x7 for further information.

### Next Business Expo:

April 23-24, 2010

April 23: B2B Mixer

April 24: Consumer & Business Expo



**Camarillo  
Chamber of  
Commerce**