

Longmont Chamber Advertising & Promotions Guide

Getting Started

Advertising with the Longmont Chamber is a great way to promote your brand to hundreds of businesses and thousands of employees in our community. We have a variety of free and paid advertising opportunities, ranging from passive to active marketing to best address your needs and personal availability. This guide is here to help orient you to all ad avenues!

CHAMBERMASTER

The Longmont Chamber uses the CRM ChamberMaster to manage our community. Every member business has an online profile that can be managed directly by the business.

ChamberMaster (CM) allows members to have direct control over their membership info:

Manage Public Info

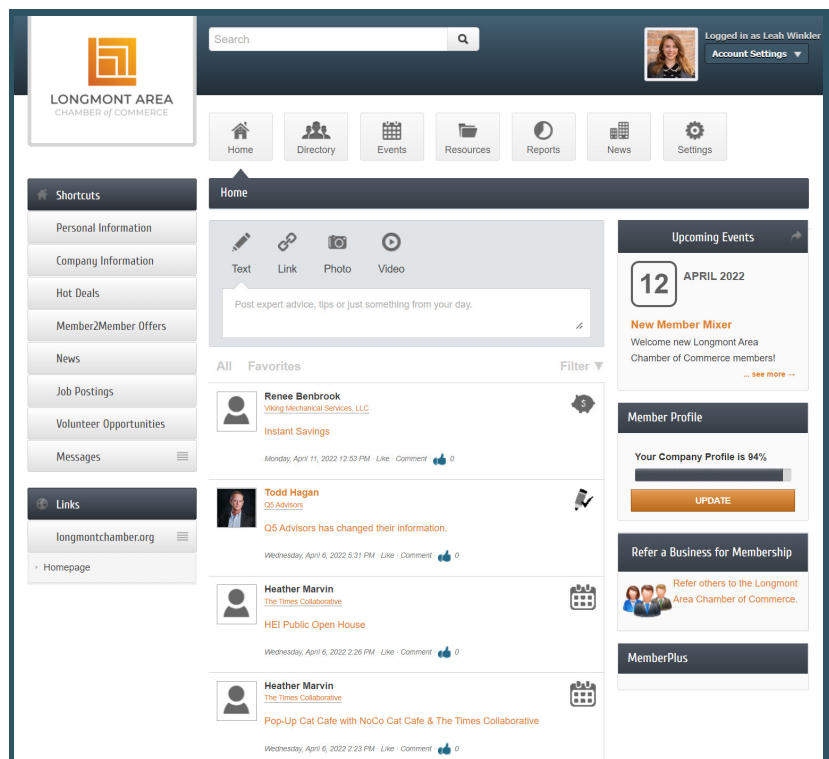
Update your business' public directory info, including hours, location, website, and more!

Update Reps

Easily add business reps and remove inactive ones.

Share and Promote

Post events, press releases, job openings, deals to other members, and more.




If you find yourself unable to spend time at our events, your membership is still working for you- our business directory gets an estimated 35,000 searches a year!


CHAMBERMASTER (CONT.)

Using ChamberMaster to manage your public directory listing is included with your membership at no extra cost. We highly recommend using this as your first tool to promote yourself in the community. The public business directory is one of our most visited sites as it is the first resource used by the community to find reputable businesses.

Porch Box

Furniture





[VISIT WEBSITE](#)
[REQUEST INFO](#)

1115 Colorado Avenue
Unit A
Longmont, CO 80501
970-343-4055
www.ColoradoPorchBox.com
[LinkedIn](#)
[Facebook](#)


Hours:
Mon-Fri 9 am to 4 pm


About Us

Handcrafted outdoor wooden boxes in standard and custom sizes. It's storage for your front door!

About Highlights Media Rep Info Map

Media





Example business profile: Longmont Chamber member Porch Box has taken advantage of the options provided by ChamberMaster to showcase their brand, product, and make finding their business simple.

AT THE LONGMONT CHAMBER

Members have the option to put business cards, brochures, flyers, coupons, and branded swag (limits apply) in the Longmont Chamber visitor center. Drop them by our office at business hours and we will be sure to place them in the correct location so walk-ins can easily locate your info,

The Longmont Chamber also has **digital billboards** at both entrances to our buildings. Send your digital flyer or ad to Kathy Stevens at kstevens@longmontchamber.org and we will add it to the rotating billboard for up to a month.

Networking Events & Programs

With rare exception, all Longmont Chamber networking events are free for members to attend. All representatives of a member business are welcome.

Business Before Hours

For you early risers, here is your opportunity to network before work. Business Before Hours are held at a different hosting business every month, typically on the 2nd Friday of the month at 7:30 am. Host fee: \$100

Business After Hours

Business After Hours is a monthly networking opportunity for Chamber members and potential Chamber members. Business After Hours are held at a different hosting business every month, typically on the 3rd Thursday of the month at 5 pm. Host fee: \$250

Ribbon Cuttings

Ribbon cuttings are a great way to let the community know that you are open for business! We provide the ceremonial ribbon, scissors, and camera. Event fee: \$25

Committees

The Longmont Chamber has four core committees and a student group that focus on the various interests of our organization. Subjects include public policy as it affects business, engaging with local educators and students, and ensuring networking events run smoothly. See our online event calendar or program page to learn more.

Networking Groups

Networking groups meet twice a month to build relationships, learn about each other's business, and discuss professional development. These groups are smaller and more intimate than other networking opportunities and exist to build longer, ongoing relationships and help businesses discover new clients. Members are limited to one networking group, and groups are limited to one representative per industry.

Members can register for events and committee meetings online and through their CM profile. If you are interested in hosting an event or joining a networking group, please contact Ruby Black at rblack@longmontchamber.org.

Advertising Opportunities

LONGMONTCHAMBER.ORG BANNER

Banner ads on the Longmont Area Chamber of Commerce website are a great way to promote your business while demonstrating your interest in building a strong Longmont business community. There are three locations to place banner ads on the website

Homepage Slider

Rate: \$100/month

Ad Size: 1200x800 px

Appears on the rotating slider on the homepage.

Member Center Slider

Rate: \$100/month

Ad Size: 600x600 px

Appears on member center pages and Membership page.

Directory Banner

Rate: \$200/month

Ad Size: 800x100 px

Exclusive placement at the top of the directory search page.

in one month...

6,000
PAGE VIEWS

2,000
VISITORS

2.5 minutes
AVERAGE TIME ON SITE
(compare to a 52-second
cross-industry average!)

The screenshot displays the Longmont Chamber of Commerce website. At the top, there are three banner ads. The left banner is for Pinnacle Bank, titled "IT'S THE SAFEST THING YOU CAN DO." and promotes the Longmont Chamber Workers' Compensation Safety Program. The middle banner is for High Plains Bank, titled "A DIFFERENT KIND OF BANK," and lists various services like checking accounts, money orders, and ATM services. The right banner is also for Pinnacle Bank, titled "IT'S THE SAFEST THING YOU CAN DO." and promotes the Longmont Chamber Workers' Compensation Safety Program. Below the banners, there are two sections: "Upcoming Events" and "Blog Updates". The "Upcoming Events" section lists two events: "Mar 24 Member Orientation" and "Apr 1 Apocalypse vs. Utopia: A Look at Public Policy in Colorado with J.J. Ament". The "Blog Updates" section lists one event: "Kevin Ortiz, Chamber Student Network Leader, Scholarship Semifinalist" dated Mar 10, 2022.

IT'S THE SAFEST THING YOU CAN DO.
Learn more about the Longmont Chamber Workers' Compensation Safety Program
PINNACOL

STOP BY OUR SECOND LONGMONT BRANCH AT 17TH & HOVER (BY STARBUCKS™) TO FIND OUT HOW WE MAKE A DIFFERENCE IN OUR COMMUNITY.
HERE when you need us:
• Call to where you want. Our employees answer our phones.
• Chat with an ACTUAL bank employee on our HPBGD app during business hours.
• Visit our branch with a person from 8:30 AM - 4:30 PM, Monday - Friday.
• We lobby friends!
FREE! when you need us:
• No monthly maintenance fees or minimum.
• Service improvements.
• No overdraft fees for returned checks.
• Interest-bearing checking accounts.
• Surcharge-free, national ATM network.
KEEP IT Local
• Community-driven decisions support local small businesses and nonprofits.
A DIFFERENT KIND OF BANK
High Plains Bank
Open An Account Today!
2018 17th Ave., Suite D, Longmont, CO 80501 • 970.684.0910
Bennett • Flagler • Greenwood • Downtown Longmont • NW Longmont • Wiggins
highplainsbank.com

IT'S THE SAFEST THING YOU CAN DO.
Learn more about the Longmont Chamber Workers' Compensation Safety Program
PINNACOL

Upcoming Events
Mar 24 Member Orientation
Apr 1 Apocalypse vs. Utopia: A Look at Public Policy in Colorado with J.J. Ament

Blog Updates
Kevin Ortiz, Chamber Student Network Leader, Scholarship Semifinalist
Mar 10, 2022
Kevin Ortiz, Front Range Community College student and a member of the



Longmont Chamber eNews

February 17, 2022

In this email:

- **DART Online Donations Website: Marshall Fire**
- **Mask Mandate Ends Feb. 18**
- **Clean Commute Public Policy Meeting**
- **Sugar Mill + STEAM Sub-Area Community Conversation**
- **Upcoming Events**

DART Online Donations Website: Marshall Fire

Boulder County, in cooperation with many local and state agencies, **has launched an online individual donations platform** for the public to continue the generous outpouring of support for residents and businesses affected by the Marshall Fires and High Winds disaster. The platform called DART is meant to serve as a focal point for organizations and the public to connect effectively and directly to assist people who continue to be affected by displacement and damage from the fires. [Click here to read more.](#)

Mask Mandate Ends Feb. 18

As a reminder, the Boulder County Board of Health met on Monday and rescinded Public Health Order 2021-08, requiring all individuals 2 and older to wear masks in all public indoor spaces, as of Friday, February 18th at 5pm. In addition, the Boulder County Board of Health rescinded Public Health Order 2021-07, requiring masks for all childcare settings, PK-12 schools, and youth activities, as of Friday, February 18th at 5pm. [See press release and more details on BCPH recommendations here.](#)



Attention young professionals! Join us for our first EDU event of 2022: Design Basics with local designer and artist Amanda Maldonado. More info below!

Clean Commute Public Policy Meeting

Reducing vehicle emissions has been a priority in Colorado for several years. In 2021, the Colorado Department of Transportation (CDOT), in conjunction with the Air Quality Control Commission (AQCC), proposed a mandatory program to limit single occupancy vehicles while also decreasing vehicle miles traveled to address this priority. The program, known as **Employee Trip Reduction Program (ETRP)** was tabled due to strong business concerns about the strategies identified and the means to get there.

EMAIL NEWSLETTER

Our newsletter reaches 2,000 inboxes weekly. We limit ads to two per newsletter to give you maximum visibility.

Newsletter Ads

Rate for businesses: \$40/issue

Rate for nonprofits: \$20/issue

Ad Size: 800x500 px and a 40 word caption

every weekly newsletter gets

36%

AVERAGE OPEN RATE

(a 30% increase since 2021!)

4.6%

AVERAGE CLICK RATE

(compare to 2.8% industry average!)

CUSTOM TARGETED EMAIL (BETA)

We are trying out a new program to connect our members in more targeted way. While any member can purchase a mailing list, we value your privacy and do not sell email addresses. With our new custom email opportunity, we will work with you to segment a list of members that are most relevant to you and send an email from the Longmont Chamber with your message. Contact us for more information!

SOCIAL MEDIA

We work with an excellent social media consultant to actively engage with our online communities and produce content that is valuable, fun, and promotional. We are opening our social media channels to members to promote their content.

Facebook

Rate: \$40/post

Ad Size: 1200x1200 px

Instagram

Rate: \$40/post, \$100/reel*

Ad Size: 1200x1200 px

*If you are interested in more unique, dynamic content, why not try a reel? We will come to your business and capture what makes your business shine! Ask us for more details.

our online community

4,700+

FACEBOOK FOLLOWERS

(a 30% increase since 2021!)

1,800+

INSTAGRAM FOLLOWERS

500

AVERAGE ORGANIC REACH

(as measured in 2021, ~\$0.08/account reached)

4,880

MAX ORGANIC REACH

(as measured in 2021, >\$0.01/account reached)

← Reel insights



We are still smiling over Jubilee 😊 The a...

longmontchamber · Original Audio

December 13, 2021 · Duration 0:30

4056 88 6 4 0

Reel Insights ⓘ

Instagram and Facebook Plays 4,059

Instagram and Facebook Likes 88

Instagram ⓘ

3,887

Accounts Reached



October 23, 2021 at 7:12 AM

127 5 5 0

Overview ⓘ

Accounts Reached 892

Content Interactions 137

Profile Activity 4

Reach ⓘ

892

Accounts Reached

Rates & Discounts

AD PLACEMENT	PRICE	POTENTIAL VIEWS	IMAGE SPECS (W X H)
Website (homepage)	\$100 / month	6,000 / month	1200 x 800 px
Website (mc slider)	\$100 / month	6,000 / month	600 x 600 px
Web Banner (directory)	\$200 / month	6,000 / month	800 x 100 px
Newsletter	\$40 / week	2,000 / month	800 x 500 px
Newsletter (nonprofit)	\$20 / week	2,000 / month	800 x 500 px
Custom Email	50¢ / address	Varies	n/a
Facebook Post	\$40 / post	3,000 / post (organic reach)	1200 x 1200 px
Instagram Post	\$40 / post	3,000 / post (organic reach)	1200 x 1200 px
Instagram Reel	\$100 / reel	4,000 / post (organic reach)	n/a

File formats we accept for all digital ads include: jpegs, pngs, gifs, animated gifs, and vector files including .eps and .ai. We do not accept pdfs or Microsoft Office documents.

ADVERTISING BUNDLES

Save time and money by purchasing multiple ads at once! Check out these deals:

Standard Bundle

Rate: \$200

Bundle six of any combination of newsletter ads and social media posts (excluding reels and website banners). Ads will be published periodically over a 6-month period.

Deluxe Bundle

Rate: \$500

Bundle six of any combination of newsletter ads and social media posts (excluding reels) with three months of a homepage or member center slider banner. Ads will be published over a 6-month period.

NEW MEMBER SPECIALS

All new members get 50% off their first newsletter ad. Timing of publication is subject to availability. When you would like to make your post, contact us and we will work with you to schedule a post.

Exposure Package

Rate: \$75

All members have the option to purchase an exposure package within their first year of membership. Included in the package is a ribbon cutting, a "grand opening" banner to display at your business for a week, a newsletter ad, and a story on Instagram.

CONSULTATIONS AND SUPPORT

Want to advertise with us, but not sure what's right for you? Schedule a free 20-minute consultation with our social media expert! The more we know about your goals, the more we will be able to direct you to our most optimal marketing channel.

Design Support

Rate: \$25/ad

We are here to help you look good! If you don't have an ad ready to be published and want help creating one, we can work with you to create an effective image that communicates your message and catches the eye. This is completely optional! Please note that if your ad does not fit our required specification, you will be charged a \$5 reformatting fee.

CONTACT INFO

For general advertising inquiries, social media, and newsletter ads:

Leah Winkler, Communications Director - lwinkler@longmontchamber.org

For visitor center and digital billboards:

Kathy Stevens, Business Director - kstevens@longmontchamber.org

For networking events, groups, ribbon cuttings, and committees:

Ruby Black, Event & Program Coordinator - rblack@longmontchamber.org

For new member specials:

Karen Stallard, Membership Director - kstallard@longmontchamber.org