

ADVERTISE WITH THE CHAMBER

About

We are dedicated to empowering our members to achieve their full potential by adding value to their memberships. We have expanded our advertising opportunities for 2025 and are excited to offer these new options for you to leverage our robust communications platforms.

Benefits of Advertising with the Chamber

- ✓ Exposure
- ✓ Awareness
- ✓ Credibility
- ✓ Reach of 50,000+
- ✓ Brand Visibility
- ✓ Business Development

Learn More

Each advertising offer has a designated page that gives a comprehensive overview of what the offering is, the benefits, and how much it costs.



Monday Member Messages

Email advertisement to our mailing list of 7,500+ recipients



Member Invitations

Email advertisement for special events with more date flexibility



Quarterly Member Spotlight

Quarterly email highlighting members



Social Media

Post on the Chamber's Instagram, LinkedIn, and Facebook



Website Banner Ads

An ad on our website ran quarterly



Program Ads

Ad space in our event programs



Newsletter Ads

Ad space in our monthly newsletter

**EMAIL MARKETING:
MONDAY MEMBER
MESSAGES**

EMAIL MARKETING MONDAY MEMBER MESSAGES

About

Monday Member Messages are emails that get sent to over 7,500 engaged & targeted business community subscribers. These emails are ideal for getting your business in front of potential customers and for spreading the word about events, products, launches, or any other news you'd like to share with the region's business community.

Value

Our Monday Member Messages have an open rate that's over 10% **above** the national B2B average. Our Member Messages get the word out there and build visibility, awareness, and exposure for your business. Email marketing has a \$42 return on every \$1 spent as 89% of people use email for primary leads. A month after your send date, you will receive analytics to evaluate open rate, amount of clicks, and the click rate of your email.

How it works

- Each ad costs \$500
- Business can purchase ONE per quarter
- Ads are first come, first served
- Reservations are invoiced at the time of purchase and cannot be used at a later date. Must be used for the date purchased
- Artwork must be provided by the purchaser
- Ads are due 3 weeks ahead of the reservation date
- Payment is due at least 1 week ahead of the scheduled send date

Q1 Dates

Reservations open on November 12, 2024

- February 10
- February 24
- March 24
- March 31

To discuss how advertising can benefit your business, please contact elarimore@hrchamber.com or your member representative.

EMAIL MARKETING MONDAY MEMBER MESSAGES

Q2 Dates

Reservations open February 10

- April 7
- April 14
- April 28
- May 5
- May 12
- May 19
- May 26
- Jun 2
- Jun 9
- Jun 19
- Jun 23
- Jun 30

Q3 Dates

Reservations open May 12

- July 7
- July 14
- July 21
- July 28
- Aug 4
- Aug 18
- Aug 25
- Sept. 1
- Sept. 8
- Sept. 15
- Sept. 22
- Sept. 29

Q4 Dates

Reservations open August 18

- Oct. 6
- Oct. 13
- Oct. 20
- Oct. 27
- Nov. 3
- Nov. 10
- Nov. 17
- Nov. 24
- Dec. 1
- Dec. 8
- Dec. 15
- Dec. 22



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**EMAIL MARKETING:
MEMBER
INVITATIONS**

EMAIL MARKETING MEMBER INVITATIONS

About

Member Invitations are emails that get sent to over 7,500+ engaged & targeted subscribers. These emails are tailored specifically for members who wish to promote their events or share an invitation with the business community.

Value

Our emails have an open rate that's over 10% **above** the national B2B average. Member Invitations get the word out there building visibility and exposure for your events. Email marketing has a \$42 return on every \$1 spent as 89% of people use email for primary leads. A month after your send date, you will receive analytics to evaluate open rate, amount of clicks, and the click rate of your email.

How it works

- Each invitation costs \$500
- Limited to 1 per quarter per member
- Requires at least 1 week notice and can be planned in advance.
- Artwork must be provided by the purchaser before the assigned due date
- Reservations are invoiced at the time of purchase and cannot be used at a later date. Must be used for the date purchased

Q1 Dates

The Chamber will work with you to provide a date that best fits the needs for your specific invitation. Member Invitations can be sent out Tuesday - Friday. Only one is available per week.

Available Weeks:

- Jan. 14-17
- Jan. 21-24
- Jan. 28-31
- Feb 4-7
- Feb 11-14
- Feb 18-21
- Feb 25-28
- Mar. 4-7
- Mar. 11-14
- Mar. 25-28

EMAIL MARKETING MEMBER INVITATIONS

Q2 Dates

Reservations open February 10

- Apr. 1-4
- Apr. 8-11
- Apr. 15-18
- Apr. 22-25
- April 29-May 1
- May 6-9
- May 13-16
- May 20-23
- May 27-30
- June 3-6
- June 10-13
- June 17-20
- June 24-27

Q3 Dates

Reservations open May 12

- July 1-4
- July 8-11
- July 15-18
- July 22-25
- July 29-Aug 1
- Aug. 5-8
- Aug. 12-15
- Aug. 19-22
- Aug. 26-29
- Sept. 2-5
- Sept. 9-12
- Sept. 16-19
- Sept. 23-26
- Sept. 30 - Oct. 3

Q4 Dates

Reservations open August 18

- Oct. 7-10
- Oct. 14-17
- Oct. 21-24
- Oct. 28-31
- Nov. 4-7
- Nov. 11-14
- Nov. 18-21
- Nov. 25-28
- Dec. 2-5
- Dec. 9-12
- Dec. 16-19



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**EMAIL MARKETING:
QUARTERLY
MEMBER SPOTLIGHT**

EMAIL MARKETING QUARTERLY MEMBER SPOTLIGHT

About

Quarterly Member Spotlights are emails that get sent out once per quarter to over 7,500 engaged & targeted subscribers. These emails can be used as a platform to highlight a product, service, or business in general. These are great for chamber members looking to make B2B connections or for those wanting to gain more visibility.

Value

Our Quarterly Member Spotlight's have an open rate that's 10% **above** the national B2B average. Our Quarterly Member Spotlight get's the word out there and build visibility, awareness, and exposure for your business. Email marketing has a 3800%+ return on investment. For every \$1 spent, there is potential to get back \$42 while improving brand recognition.

How it works

- Each spotlight costs \$250
- The Member Spotlight is a 8.5 x 11 full size page PDF
- The Spotlights get compiled into a digital flipbook that is delivered via email
- Members will be invoiced the week they reserve a spot
- 25 spots are available each month - making these limited
- The PDF content must be sent one month in advance to the email date.

Dates

Reservations open on Jan 6 for Q1

Delivery Dates

Q1: March 28

Q2: Jun 28

Q3: Sept 28

Q4: Dec 22

To discuss how advertising can benefit your business, please contact elarimore@hrchamber.com or your member representative.

SOCIAL MEDIA ADS

SOCIAL MEDIA ADS

About

Members can purchase a social media ad that will be shared on all Chamber platforms - Instagram, LinkedIn, and Facebook. By utilizing all three platforms, your advertisement will enjoy extensive reach and engagement.

Value

The Hampton Roads Chamber has 6,000+ followers on Instagram, 10,000+ followers on LinkedIn, and 9,000+ followers of Facebook. This means that your advertisement can receive 25,000+ views and even more impressions!

How it works

- Each social media ad costs \$500
- Businesses can choose ONE date per quarter
- Pick one week and a weekday Tuesday through Friday that works best for your content
- Reservations are invoiced at the time of purchase and cannot be used at a later date. Must be used for the date purchased
- All content must be sent to us 3 weeks ahead of the reservation date
- A specification sheet will be provided about what content is needed for the social media ad

Q1 Dates

- Jan 27 - 31
- Feb 4 - 7
- Feb 11 - 14
- Feb 18 - 21
- Feb 24- 28
- March 4 - 7
- March 11 - 14
- March 18 - 21
- March 25 - 28

To discuss how advertising can benefit your business, please contact elarimore@hrchamber.com or your member representative.

SOCIAL MEDIA ADS

Q2 Dates

Reservations open February 10

- Apr. 1-4
- Apr. 8-11
- Apr. 15-18
- Apr. 22-25
- April 29-May 1
- May 6-9
- May 13-16
- May 20-23
- May 27-30
- June 3-6
- June 10-13
- June 17-20
- June 24-27

Q3 Dates

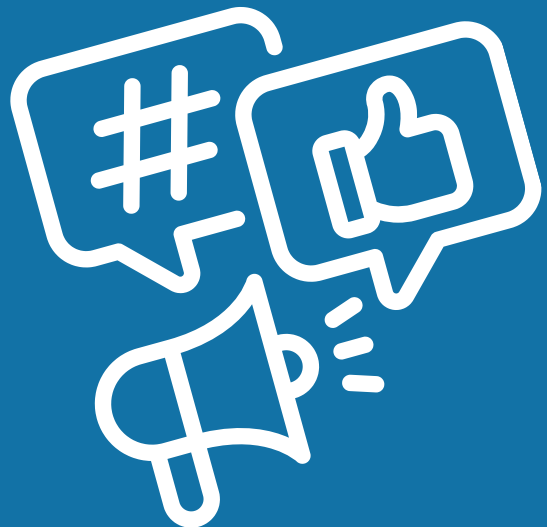
Reservations open May 12

- July 1-4
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- July 29-Aug 1
- Aug. 5-8
- Aug. 12-15
- Aug. 19-22
- Aug. 26-29
- Sept. 2-5
- Sept. 9-12
- Sept. 16-19
- Sept. 23-26
- Sept. 30 - Oct. 3

Q4 Dates

Reservations open August 18

- Oct. 7-10
- Oct. 14-17
- Oct. 21-24
- Oct. 28-31
- Nov. 4-7
- Nov. 11-14
- Nov. 18-21
- Nov. 25-28
- Dec. 2-5
- Dec. 9-12
- Dec. 16-19



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WEBSITE BANNER ADS

WEBSITE BANNER ADS

About

Banner Ads are rotating advertisements displayed on the Hampton Roads Chamber website, which attracts an average of 14,500 users each month. These ads offer prominent visibility ensuring your message reaches a broad and engaged audience across the site.

Value

The Hampton Roads Chamber's website event page attracts approximately 2,500 views each month while our Member Directory page attracts 1,500 views monthly. With Banner Ads featured for three-month periods, your message will benefit from substantial visibility reaching thousands of potential clients.

How it works

- 5 rotating slots are available per page
- Pricing corresponds with how much traffic each page gets
- A content specification sheet and an invoice will be sent with purchase and reservation must be used for the quarter purchased
- Members can add a link to their banner ad so site visitors can be redirected from the Chamber website to your link of choice

Pricing + Dates

Reservations open on Jan. 6

Pricing per 3 months

Event Page: \$750

Member Directory: \$600

Banner Ad Due Dates

Q1: January 20

Q2: April 1

Q3: July 1

Q4: October 1

To discuss how advertising can benefit your business, please contact elarimore@hrchamber.com or your member representative.

PROGRAM ADS

PROGRAM ADS

About

Program ads are advertisements that are placed in the programs for Chamber events. Program ads are available to purchase for select events, and availability depends on program size. There is only 1 ad allotted per industry per event. First come, first reserved.

Value

Events with program ads range from 200-800 people meaning a lot of exposure for your business! For businesses targeting a local or niche market, program ads can be a cost-effective way to reach a concentrated audience compared to broader media channels. Ads in event programs are seen by attendees throughout the event, providing repeated exposure.

How it works

- Pricing corresponds with the amount of attendees at each event
- Refer to pricing chart to determine which event program you would like to purchase an ad in (next page)
- Ad reservations are invoiced at the time of purchase and cannot be used at a later event. Must be used for the event purchased
- A content specification sheet and due date for content will be provided upon purchase
- Ad will not be placed in program if the content is not received before or on the due date

2025 Events

Reservations open on January 6th

- Power of Women
- Small Business of the Year Awards
- Valor Awards
- Military Recognition Reception
- Military Citizen of the Year
- New Executive Welcome
- BRAVO
- Annual Meeting

To discuss how advertising can benefit your business, please contact elarimore@hrchamber.com or your member representative.

PROGRAM ADS

Pricing

EVENT	DATE	APPROX. # OF ATTENDEES	PRICE	AVAILABILITY
Power of Women	TBD	200	\$250	2
New Executive Welcome	Fall 2025	200	\$250	4
Military Recognition Reception	Spring 2025	200	\$250	2
Military Citizen of the Year	Fall 2025	200	\$250	2
Valor Awards	Summer 2025	200	\$250	2
Small Business of the Year	Spring 2025	300	\$300	2
Bravo	November 2025	400	\$500	4
Annual Meeting	December 2025	800	\$500	4

To discuss how advertising can benefit your business, please contact elarimore@hrchamber.com or your member representative.

NEWSLETTER ADS

NEWSLETTER ADS

About

The Hampton Roads Chambers uses a monthly newsletter to reach thousands of local businesses and community members with updates relevant to their interests and membership. The newsletter covers Chamber news, lists new members, shares upcoming events, updates from affiliate partners, and much more!

Value

Our newsletter goes out to 6,000+ members of the local business community, meaning your ad will reach thousands. Our newsletter has an open rate of 28%, and a click rate of 13.5%. Email marketing has a major return on investment. For every \$1 spent, there is potential to get back \$42 while also improving brand recognition.

How it works

- Newsletter ads are \$300 each
- Newsletters go out once per month
- 2 ads available per newsletter
- A content specification sheet and an invoice will be sent with purchase
- Reservation must be used for the month purchased for
- Content is due on the 5th of each month

Dates

Reservations open on January 6th

Q1: January, February, March

Q2: April, May, June

Q3: July, August, September

Q4: October, November, December

Content due on the 5th of each month, except for January

**EXPERIENCE THE 757
ADS**

EXPERIENCE THE 757 ADS

About

Experience the 757 is a Hampton Roads Chamber Publication that provides a comprehensive overview of the region, including city guides, recreational activities, highlights of the area, industry information, health care, and much more! It is the perfect resource for new and lifelong residents alike!

Value

The publication distributes 2,500 copies to tourism offices, military installments, and economic developments in Hampton Roads. The publication is used as a relocation and informational guide and is well-loved by the Hampton Roads community. The digital copy of Experience the 757 receives 2,600+ views per month. Placing an ad in Experience the 757 guarantees your advertisement will be viewed by thousands both in print and digitally!

How It Works

- Reference the Experience the 757 Ad Prices document and email elarimore@hrchamber the size ad you would like to purchase
- A PDF of your advertisement will be required and a spec sheet and invoice will be sent upon your purchase
- Your PDF is due by December 2nd at the latest
- Your ad will be placed in the publication and you will receive copies upon it's release

Release date



Advertisers are the first to receive the print and digital copies!

To discuss how advertising can benefit your business, please contact elarimore@hrchamber.com or your member representative.

ADVERTISING CANCELLATION POLICY

ADVERTISING CANCELLATION POLICY

Cancellation Policy for Chamber Advertisements:

All advertisements purchased through the Hampton Roads Chamber are nonrefundable if cancelled after two months before the scheduled send or post date. Under exceptional circumstances, refunds may be considered upon approval from Chamber staff. Please contact your member representative to discuss any exceptional circumstance.

Content Submission Clause:

In the event that members fail to provide content for their purchased advertisement at least two weeks prior to the due date, we reserve the right to either cancel the advertisement or reschedule it, subject to availability. Please note that rescheduling is contingent upon the availability of alternative dates, as our scheduling capacity is limited.

Active Membership and Refund Eligibility:

Advertisers must be current Hampton Roads Chamber Members at both the time of advertisement purchase and throughout the advertising period. No refunds will be issued if members have been dropped or terminated membership before or during the advertising period.

Conditions for Refund Consideration:

1. **Exceptional Circumstances:** Refunds may be considered under exceptional circumstances, such as business closures, force majeure events, or other unforeseen situations affecting the advertiser.
2. **Approval Required:** Requests for cancellation and refund must be submitted in writing to your member representative for review and approval.
3. **Timing:** Refund requests must be made at least two months before the scheduled send or post date to be eligible for consideration.

Thank you for advertising with us!

As the voice of business in Hampton Roads, we are truly dedicated to helping your business succeed.