

Chamber Member Advertising Opportunities

Roadmap to Results



Newsletter

Insert your company's promotional flyer in the Chamber's monthly newsletter. The newsletter is sent to thousands of local employees via email at the beginning of every month. A digital copy of the newsletter is also posted on our website and the ads are shared on our social media platforms.

Website

Reach thousands of unique visitors each month who look to westmorelandchamber.com to search local businesses, inquire about Chamber events or learn about quality of life in Westmoreland County.

Member Spotlight E-blast

Our Member Spotlight e-blast is sent the 2nd and 3rd Thursday of each month to encourage member to member business. Insert your message in a Chamber e-blast as an effective way to reach thousands of recipients in a snap. Our Member Spotlight is also shared digitally on our social media platforms.

LED Sign

Reach an estimated 38,000 people each day who travel the intersection where the LED message board is located. Your message will be displayed roughly 720 times each day, or at least once every 2 minutes.

AD SIZE/TYPE	FILE TYPE & SIZE	FREQUENCY	COST	RUN DATE(S)	DEADLINE
Newsletter Ad <i>w/ URL Link to email or website in digital copy</i> Limit of 8 member ads per Newsletter.	PDF Flyer 8.5" x 11"	1 page	\$100	1st Monday of the Month	26th of the month prior
		2 pages	\$150		
Website Ad <i>w/ URL Link to website</i>	Leaderboard-Main 728x120 pixel jpg	Per month	\$200	1st-30th/31st	26th of the month prior
	Leaderboard -Category 728x120 pixel jpg		\$150		
	Square 250x250 pixel jpg		\$150		
	Rectangle 500 x175 pixel jpg		\$175		
Member Spotlight E-blast <i>w/ URL Link to email or website</i> Limit of 8 member ads per Spotlight.	PDF Flyer 8.5" x 11"	1x	\$100	Spotlight #1: 2nd Thursday Spotlight #2: 3rd Thursday	5 days prior
		3x	\$285		
		6x	\$550		
		12x	\$1,050		
LED Billboard Advertising	384x192 pixel jpg	\$299 per month <i>*Discounted to \$249 per month for 3+ consecutive months</i>		15th-15th of each month	11th of the Month

Advertising Specifications

- The Chamber can provide guidelines for graphic design and examples of effective layouts. We will work with you and make suggestions to improve your layout.
For the LED Billboard, don't overload it. Logo, website, phone # or address/location, and a tagline. For Newsletter and Member Spotlight layouts, same essentials as above with 1 or 2 photos of a product, an event or whatever you do. Avoid small print and long paragraphs.
- The Newsletter and Member Spotlight E-blasts are limited to 8 member ads.
- Website, e-blast, newsletter and LED sign advertising is open only to Chamber members.
- The Chamber is unable to accept political campaign materials, offensive advertising, or any message that is in direct conflict or competition with another Chamber event or policy.

TO RESERVE SPACE OR FOR MORE INFORMATION, CONTACT:

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Rates as of February 2025