

2024 MEDIA KIT

OUR MISSION IS TO IMPROVE THE ECONOMY AND QUALITY OF LIFE IN THE LEHIGH VALLEY.

With nearly 5,000 members who employ more than 280,000, the Chamber is the largest in Pennsylvania and New Jersey, and in the top six nationwide.

How we accomplish our mission:

- Network Building & Marketing
 - Government Affairs
 - Exclusive Member Benefits
 - Community Development
 - Training and Programs
-

CONTENT

- 1 CONNECTIONS
FEATURED BUSINESS STORIES
- 2 WEBSITE & EMAIL ADVERTISING
SOCIAL MEDIA
- 3 CHAMBER APP
MEMBERSHIP DIRECTORY
- 5 PROUD MEMBER LOGO

CONNECTIONS

The Chamber's monthly publication, Connections, features articles, photos & event information from each of our 32 councils, chambers, and committees. Each issue is mailed out to over 7,000 individuals, and archived on our website!



Our Featured Business Stories are professionally written, full-page articles, making them a great way to showcase your business! The package includes:

- Full-page story advertorial in Connections
- A quarter page ad in the following Connections Issue
- Month long business highlight in The Chamber's weekly e-newsletter
- A rotating slot in The Chamber App during your featured month
- Month long banner highlighted on The Chamber's website showcasing on the home page and on your business directory page!

AGENCY THREE FOUR FIVE

Do you have a Karate Dojo but not enough butts to kick? What about a Restaurant who needs more hungry diners? Every business deserves to succeed but many either don't know how or think that they can't. At Agency 345, we understand that you don't need just ads. You need results.

We are often asked "What makes you different?" We believe every business can grow, scale, and be more profitable. We believe there is a simple formula to that success; it is as simple as more exposure to your business either through social media, traditional media, Google search or many other ways. Obviously more traffic to your website's business is extremely important.

We excel at driving traffic to your site that creates brand exposure, converts, and closes actual business. Our unique strategies are based on the philosophy of the four pillars – reach, frequency, creative and cost – All ads are worth doing if they provide the right amount of ROI. By maximizing all ways to drive more free traffic to your site, we can start the march towards lowering ad expenses while driving more business.

"Many agencies will sell you on what they can do for you when they are only simply following a template that is decades old. We don't operate in the past. We operate in the future. By using the strategy of the four pillars, we can optimize any budget and create better results for your business."

Alan Berndt, New Business Development

As a full-service ad agency, Agency 345 can provide and assist any business with all things from TV, Radio, Social Media and better SEO plus much more! We produce all digital marketing in-house from website optimization, pay-per-click, and social media including Google, Facebook, Instagram, and more. It's getting harder and harder to find a true full service agency with 100% complete in-house control. We are extremely proud to offer that locally to the Valley and beyond. Where we really stand apart these days is our data

warehousing, data science division that feeds our performance managers insights to help spend your money more wisely. Clients from coast-to-coast trust our strategies every day.

"Our flat fee structure is one that we have believed in from the beginning, is based on fair pricing. We think that fair pricing is the way of the future. Paying 15-25% of an ad spend every month beyond base fees is an unfair model to many clients. We have never charged that additional fee and I do not believe we ever will."

Tereze Smith, Performance Manager

We focus on performance. Our team of over 50 people focus on your business needs. We recognize that every business is unique. We work all our marketing strategies in cooperation with our clients as a team. If your business wants leads and traffic in your restaurant, store, or any kind of business, we'll work hard to try to make it happen. Our team creates strategies that help businesses grow. No business is too big or too small.

We have internationally recognized experts local to you. Our staff has been on multiple stages for many national associations as speakers including the National Automobile Dealers Association & many large auto groups. We've also spoken for the American Advertising Federation and our strategies and results are internationally recognized in the Netherlands and in Belgium as well.

"Over the course of my 30+ years in advertising, I've learned that things can change rapidly which is why I created an agency that studies human behavior, consumer expectations and adapts to them quickly to stay ahead of your competition."

Danielle Velozo, Creative Director

The first conversion is the human mind. Does your intended audience even like you? Once we establish the "love" and trust in your brand, we can then work on the conversions and nurture the prospects to the end goal; a transaction or relationship with your business.

One of our mantras at Agency 345 is that there are only five ways to engage and start a conversation with a prospective customer: By starting a conversation with a prospect is what we call a conversational conversion and a lead. The five ways of starting that conversation consists of: a walk-in, a call, a text, a chat on your website or an email through a lead form. Our strategies help you capitalize your traffic through your website ie: chat, text or a call. Your website houses 4 of those conversational conversions. Anonymous website traffic does you no favors. Our strategies are proven to help you convert your website traffic into leads.

Welcome to a better marketing experience. We're human, futuristic and creative, plus we can help you grow your business from day one with us. Want to talk with us about how we can move your business needle in 2023? Contact us today! www.agency345.com or call 866-600-4345 or email us: info@agency345.com

AD SIZES & PRICING

FULL
9.25" w x 12" h

EIGHTH
4.55" w x 2.9" h

QUARTER
4.55" w x 5.9" h

HALF
9.25" w x 5.93" h

HALF
4.55" w x 12" h

PRICING

Full-Page	\$1,450
Half-Page	\$950
Quarter-Page	\$700
Eighth-Page	\$500

Flier Insertion \$1,400

Note: Size must be 8.5" w x 11" h or smaller.

Featured Business Story \$3,500

Note: See inclusions above.

DIGITAL MARKETING

The Chamber's website has over 25,000 visitors each month. By taking advantage of our online advertising, your business will be associated with The Chamber, giving you even more credibility with potential clients & customers.

WEBSITE ADVERTISING PACKAGES

HIGH VISIBILITY (25) \$4,300

- Homepage
- Event Page (and all subpages)
- Business directory and industry pages
- Premium placement within your category

BUSINESS BUILDER (15) \$2,900

- Any interior pages
- Premium placement within your category

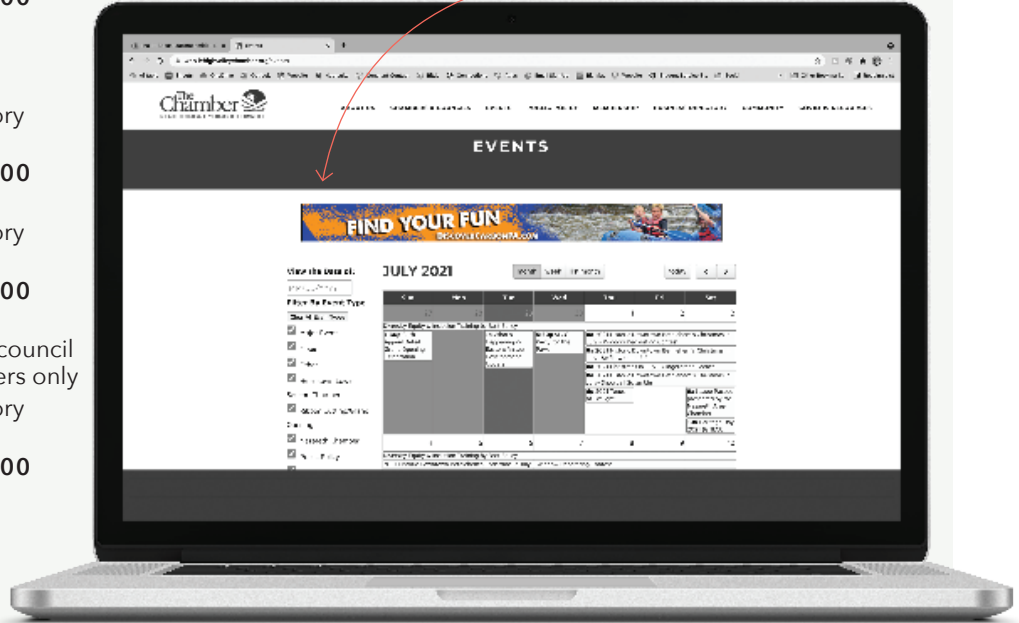
GET NOTICED (10) \$2,200

- Any featured pages
- Business directory, events, chamber & council pages, chamber community, or members only
- Premium placement within your category

ENHANCED PRESENCE (5) \$1,200

- Industry page
- Category page
- 3 additional interior pages

Banner ads are a great way to showcase your business!



Banner Ad specs are 970w x 90h px

EMAIL ADVERTISING

Our weekly newsletter is sent to over 12,000 individuals, including local business owners and representatives from the Valley's biggest and fastest-growing companies. Placing an ad in this newsletter is a great way to ensure that your message is seen by the right people, and will keep your business top-of-mind.

PRICING

Horizontal Ad \$500

We offer discounts if multiple weeks are purchased!

Ad specs are 1200 x 250 px

CONSISTENCY IS KEY!

When putting together a marketing campaign, it's important to consider how you will get your message to your audience. Spreading your message across various platforms over a set period of time will help you maximize your marketing efforts (and budget!).



SOCIAL MEDIA

The Chamber uses four platforms to get important information to our members – Instagram, Facebook, Twitter, and LinkedIn. As a Chamber member, you have access to these platforms too! Tag us in your posts using #lehighvalleychamber and we will share your event or announcement to our page, boosting your reach!

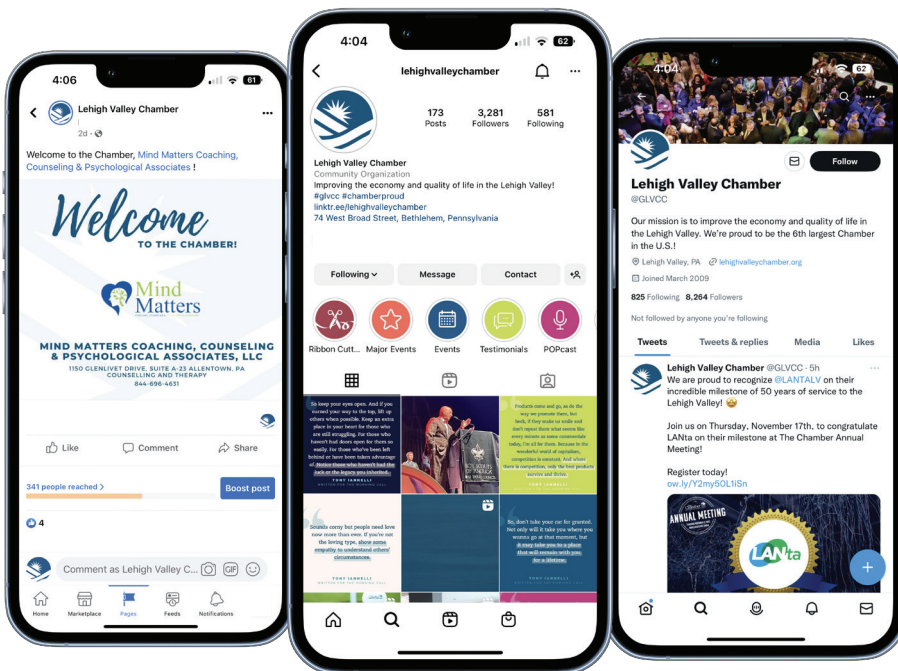
SOCIAL MEDIA BOOSTS







With this option, The Chamber will share your post on our Facebook page and "boost" it, which would give your business' message a reach of 11,000 to 47,000 people, depending on the tier you choose!

Why “boost” with The Chamber?

- **Credibility** – your business will be associated with our brand!
- **Increased Audience** – our pages have an average reach of 12,000 individuals per week, without any promotions!
- **Professional Guidance** – let our team of professionals do the work, while you reap the benefits! At the end of your promotion, we'll provide a customized analytics report, with suggestions to improve your online presence.

- | | |
|---------------------------------------|----------------|
| STANDARD | \$600 |
| - 3 day promotion | |
| - Average reach of 14,000 individuals | |
| PREMIER | \$1,200 |
| - 5 day promotion | |
| - Average reach of 18,000 individuals | |
| ELITE | \$2,000 |
| - 7 day promotion | |
| - Average reach of 25,000 individuals | |



-  Lehigh Valley Chamber
-  @lehighvalleychamber
-  Lehigh Valley Chamber
-  @glvcc
-  vimeo.com/glvcc
-  lehighvalleychamber.org
-  Lehigh Valley Chamber

NEW - THE CHAMBER APP

With over 1,000 downloads (and counting) you have The Chamber at your fingertips. Our app is a business growth catalyst and connector, supporting people who are on-the-go and on their mobile devices more than ever before.

PRICING

Top Rotating Tile (Valid for 1 Month)
Ad specs are 335w x 320h px

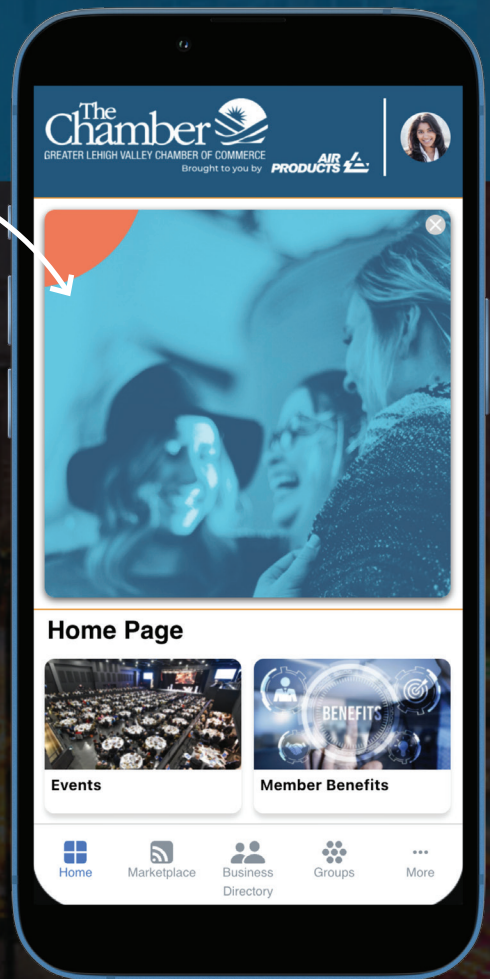
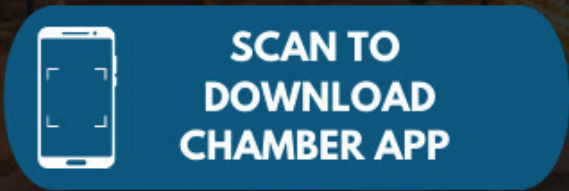
\$1,000

Your ad is hyperlinked to your website to drive traffic and visibility to your business!

YOUR BUSINESS. YOUR COMMUNITY. YOUR APP.

App brought to you by: **AIR PRODUCTS**

Your ad could be here!



FUN DIVERSE CREATIVE PRO BUSINESS INFORMATIVE
SUPPORTIVE LOVE RELEVANT NETWORK BUILDING
RESOURCEFUL BENEFITS ENERGETIC EQUITY
STRONG POWER OF PARTNERSHIPS ADVOCACY
QUALITY OF LIFE OPPORTUNITIES ACCESS ENGAGING
COMMUNITY DEVELOPMENT RELATIONSHIPS INCLUSIVE



2024 MEMBER BOOK

FUN DIVERSE CREATIVE PRO BUSINESS INFORMATIVE
SUPPORTIVE LOVE RELEVANT NETWORK BUILDING
RESOURCEFUL BENEFITS ENERGETIC EQUITY
STRONG POWER OF PARTNERSHIPS ADVOCACY
QUALITY OF LIFE OPPORTUNITIES ACCESS ENGAGING
COMMUNITY DEVELOPMENT RELATIONSHIPS INCLUSIVE

Don't Miss Out!

ADVERTISE IN OUR 2024 DIRECTORY!



What's Included:

- Full color advertisement in book
- Digital book on Chamber website with your ad hyperlinked
- Connections Advertisement highlighting all advertisers with logo recognition
- Chamber email highlighting book release with logo recognition
- App notification with book release & sponsor recognition

Contact Gina Martens at ginam@lehighvalleychamber.org for more information!

PROUD MEMBER LOGO

As a chamber member, you have access to use our “proud member” logo, which is a great way to boost your company’s credibility. You may use this on marketing materials, your website, and more!



PLEASE CONTACT ELLIE AT ELLIEA@LEHIGHVALLEYCHAMBER.ORG TO REQUEST THE LOGO!



SHOW OFF YOUR MEMBERSHIP!

When you joined The Chamber, you should have received a window cling with our proud member logo on it! Be sure to hang this on the window of your business to show customers that you are a proud Chamber member!

WHEN USING THIS LOGO, PLEASE DO NOT STRETCH OR SHRINK IT IN ANY WAY THAT DISTORTS THE IMAGE.

