

DIGITAL MEDIA

SPONSORSHIP



As the original business-to-business publisher, the Chamber's digital media platforms make an ideal avenue for expanding your brand. With thousands of visitors each week and a strong reputation among search engines, LakelandChamber.com is a business & community resource directly connected to consumers who are interested in local happenings, professional development opportunities, and business advocacy efforts.

CONTENT SPONSORSHIPS - NEWSLETTER

BANNER SPONSOR

600x100 px image

\$500/month *Top Display*

\$350/month *Mid Display*

Make your business or service offerings the top story in our weekly newsletter. Showcase your support of the Lakeland Chamber through a banner display in the weekly newsletters + link to your website.

Newsletters are delivered on Mondays by 12:00 p.m. Display artwork must be JPG or PNG format and 600x100px.

Artwork must be delivered no later than Thursday prior to the sponsorship start date. Any artwork or link changes during the sponsorship period must be communicated one week in advance.

GUEST BLOG POST & FEATURED NEWSLETTER STORY

500-word blog post + two images (Blog)

50-word teaser + 600x338 px image (Newsletter)

Image: High-resolution 4:3 or 1:1 preferred

\$750/Guest Blog Post

Share your story with fellow members! A Guest Blog Post offers your business a unique opportunity to showcase testimonials, case studies, blog posts, or educational content. Guest Blog Posts are published on the Chamber Blog (known as Forum for Business). Your news story will also be the focal point of our weekly newsletter as our Featured Newsletter Story (~4,000 recipients). Your submission must include:

- ~500-word blog post (with article title—this will be your backlink)
- 50-word teaser
- Up to two (2) high-resolution images, 4:3 or 1:1 ratio

All content is due the Thursday prior to the Monday newsletter publishing date. One (1) Featured Newsletter Story available each week.

WEBSITE SPONSORSHIPS

Platinum Package	High Profile Package	Industry Package	Small Business Package
Five (5) Available	Five (5) Available	Multiple Available	Multiple Available
Leaderboard Displays: <ul style="list-style-type: none"> • Home Page • Chamber Blog • Calendar Pages • Business Directory • Two (2) Interior Pages 	Leaderboard Displays: <ul style="list-style-type: none"> • Membership Pages • Industry Category • Two (2) Interior Pages 	Medium Rectangle Displays: <ul style="list-style-type: none"> • Home Page • Industry Category • One (1) Interior Page 	Medium Rectangle Displays: <ul style="list-style-type: none"> • Industry Category • Two (2) Interior Pages
Business Spotlight in Category	Business Spotlight in Category	Business Spotlight in Category	Business Spotlight in Category
<i>Retail value: \$7,650</i>	<i>Retail value: \$4,550</i>	<i>Retail value: \$3,950</i>	<i>Retail value: \$2,650</i>
Annual Sponsorship \$5,200	Annual Sponsorship \$3,900	Annual Sponsorship \$2,950	Annual Sponsorship \$1,800

Sponsor displays are available in two locations:

- Leaderboard (970x90 pixels) + Mobile Leaderboard (300x150 pixels)
- Medium Rectangle (300x250 pixels)

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Sponsorship Selections

Company Name: _____

Contact Name: _____

Contact Email: _____

Website Packages

	Item	Annual Sponsorship
<input type="checkbox"/>	Platinum Sponsor Package	\$5,200
<input type="checkbox"/>	High Profile Sponsor Package	\$3,900
<input type="checkbox"/>	Industry Sponsor Package	\$2,950
<input type="checkbox"/>	Small Business Sponsor Package	\$1,800

Subtotal _____

Website Separate/Add-On Options

	Item	Annual Sponsorship
<input type="checkbox"/>	Leaderboard (970 x 90 pixels)	\$2,450
<input type="checkbox"/>	Leaderboard (Interior Page)	\$1,750
<input type="checkbox"/>	Leaderboard (Industry Category)	\$1,750
<input type="checkbox"/>	Leaderboard (Member Category)	\$950
<input type="checkbox"/>	Medium Rectangle (300 x 250 pixels)	\$2,150
<input type="checkbox"/>	Medium Rectangle (Interior Page)	\$950
<input type="checkbox"/>	Medium Rectangle (Industry Category)	\$1,550

Subtotal _____

Weekly Newsletter Options

	Item	Monthly Sponsorship
<input type="checkbox"/>	Banner Sponsor (Top)	\$500
<input type="checkbox"/>	Banner Sponsor (Middle)	\$350
<input type="checkbox"/>	Guest Blog Post / Newsletter Feature	\$750

Subtotal _____

Total Amount Due _____

Placement

- Home Page
- Directory Search Page
- Membership Pages
- Interior Page(s): _____

Industry Categories

- Advertising & Media
- Arts
- Auto
- Business
- Communications
- Employment
- Family & Non-Profit
- Finance & Insurance
- Government & Education
- Health
- Home & Garden
- Industrial
- IT & Technology
- Lodging & Travel
- Personal Services
- Pets & Veterinary
- Public Utilities & Environment
- Real Estate & Construction
- Religious Organizations
- Restaurants
- Shopping & Retail
- Sports & Recreation