

# YSCHAMBER

YELLOW SPRINGS CHAMBER OF COMMERCE

enterprising ideas + meaningful support

## Cooperative Marketing Plan

The Yellow Springs Chamber's Cooperative Marketing Plan is in its 11<sup>th</sup> year. The Plan allows us to pool marketing dollars to make more economical media buys and supports our robust social media platforms. The Plan markets Yellow Springs as a Destination by promoting the shopping, dining, arts, culture and special events and is a proven tool to attract visitors, residents and even new businesses. We are now offering the option to purchase short-term ads for single events but for more exposure and consistency, the packages remain the best value for businesses who want to create a consistent image and presence.

### DESTINATION YELLOW SPRINGS ADVERTISING OPTIONS & RATES

#### **Yellow Springs, OH Facebook Posts**

Facebook posts on our page with over 52k followers can help you spread the word about major events, updates/changes/news about your business, or even just display photos of your product/service to drum up enthusiasm from customers! Posts can be boosted for an extra charge per your request. All FB posts come with a report of likes, shares and views one week after posting.

- Per Post - \$15 (minimum 5)
- 10 yearly - \$100

#### **Destination Yellow Springs Newsletter**

Our weekly events newsletter goes out every Thursday to over 3,000 people in Yellow Springs and around the globe. Every ad includes a link (if available) to your website or Facebook page and a report on click throughs achieved.

- Sidebar ad per week - \$25 (minimum 4)
- Sidebar ad per month - \$75
- Main body ad per week - \$50 (minimum 4)
- Main body ad per month - \$150

#### **Yellow Springs Ohio Website**

YellowSpringsOhio.org is the most visited site for information about Yellow Springs and is a top search result for folks researching Yellow Springs. Statistics for 2017 show that there were 229,769 new users, 310,812 individual sessions, and 822,071 pageviews.

- Small Sidebar ad per week - \$25 (minimum 4)
- Small Sidebar ad per month - \$75
- Large Sidebar ad per month - \$125
- Slider ad per month - \$250

#### **Print Advertising**

The YS Chamber participates in several group advertising programs including the MVRPC Bikeways Map, Ohio Magazine Getaway Days and Columbus Monthly Best Driving Vacations. We also place event and general ads in regional publications and can work with participants to place an ad to fit their needs. The cost is determined by the number of participants and size of the ad and each are negotiated individually.



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## DESTINATION YELLOW SPRINGS ADVERTISING PACKAGES

### 1. Choice Package - \$500

- Choice of one of the following:
  1. Web Banner (Sidebar only) on Chamber website
  2. Sidebar ad in every weekly Destination Yellow Springs email

### 2. Destination Package - \$750

- Events or ad in the sidebar of every Destination Yellow Springs email
- Up to twelve website sidebar ads or mentions on Facebook

### 3. Champion Package - \$1500

- Events or ad in the main section of every Destination Yellow Springs email
- Up to eighteen events or mentions on Facebook or Instagram
- Permanent web site slider ad featured at the top of the Visitor website

### 4. Premier Package - \$3000

- All of the Champion benefits
- Permanent web site slider ad featured at the top of the Visitor website
- Major events featured in print media, web & social media promotions and on event flyers.
- Customized package to provide the best benefit for your business.

Statistics show that visually-pleasing and easy to read graphics are critical to elicit click-throughs and attention to your business or event. All participants are responsible for providing press releases for events and art work for web banners and ads. The sizes are as follows: Web Slider Ad 960x300; Web and Newsletter Sidebar Ad 260x220; Small Web Sidebar Ad 260x10; Newsletter Sidebar Ad 180 x 240; Newsletter Main Ad 380 x 300. It is also important to share your Facebook posts with us so we can re-post to reach a broader audience. You can find local graphic design and marketing resources on our website at: [www.yellowspringsohio.org/member-directory-designprinting](http://www.yellowspringsohio.org/member-directory-designprinting).

Please circle your preferred advertising plan, sign and return this completed form with payment to the Yellow Springs Chamber. Payment plans can be arranged for any of the packages but not for individual ads. Note: Non-profit organizations receive a 15% discount on each of the package prices. Packages are for a 12 month period beginning when the first ad and/or mention is placed.

Business: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ e-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Thank you for your support of the Cooperative Marketing Plan.**

