

YSCHAMBER

YELLOW SPRINGS CHAMBER OF COMMERCE

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2020 Cooperative Marketing Plan

The Yellow Springs Chamber's Cooperative Marketing Plan is in its 13th year. The Plan allows us to pool marketing dollars to make more economical media buys and supports our robust social media platforms. The Plan promotes Yellow Springs as a Destination by highlighting 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 SHORT-TERM ADVERTISING OPTIONS & RATES

Yellow Springs, OH Facebook Posts

Facebook posts on our page with over 56k 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 Marketing Plan FB posts come with a report of likes, shares and views one week after posting at your request.

- Per Post - \$20 (minimum 5)
- 10 yearly - \$150

Destination Yellow Springs Newsletter

Our weekly events newsletter goes out every Thursday to over 4,000 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

Investing in an advertising package has proven to be the best value because of the consistent level of exposure and the ability to change the message frequently. In addition to the favorable package rates for social media, participants who purchase packages will receive additional discounts when participating in other paid advertising opportunities including print, radio and television. The YS Chamber team works most frequently with Cincinnati City Beat and Columbus Alive but we're also reaching out to others to put together specialized advertising and will bring those offers to Marketing Plan participants.

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 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 260x100
- 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.

Thank you for your support of the Cooperative Marketing Plan.

