



Monday Morning Report & Chamber Connect E-Newsletters: Advertising Guidelines & Frequently Asked Questions

Q: What are the advertising opportunities with the Nashville Area Chamber of Commerce?

A: The Chamber offers a unique opportunity to expose your business to a captive audience of business leaders, decision makers, and C-suite level executives in the Nashville region.

The *Monday Morning Report* and *Chamber Connect* e-newsletters share related business news with a list of 1,800 Chamber members. Both newsletters are distributed weekly to an opt-in list of more than 14,500 subscribers.

Q: How many people receive *Monday Morning Report* and *Chamber Connect*?

A: *Monday Morning Report* currently goes to 8K subscribers and *Chamber Connect* goes to 6.5K. Our average open rate for both newsletters is consistently between 40-45%.

Q: Who can advertise in *Monday Morning Report* and *Chamber Connect*?

A: Advertising in *Monday Morning Report* and *Chamber Connect* is open to current and non-members of the Nashville Area Chamber of Commerce. *Note: If the advertiser cancels its Chamber membership at any time during the period of the contract agreement, they will be issued an additional invoice to account for the non-member price increase.*



Q: How much does advertising cost for a banner ad?

A: The advertising cost will depend on your banner ad placement location and membership status. We offer three placement types per issue – top, middle, and bottom. The below pricing is for one week's placement.

1. Top placement: Member - \$375; Non-member - \$750
2. Middle placement: Member - \$300; Non-member - \$600
3. Bottom placement: Member - \$200; Non-member - \$400

Small businesses and non-profit organizations will receive a 20% discount off the above pricing.

Q: What do I get for that cost?

A: All advertisers get space to display a digital ad designed specifically for the newsletter. The graphic will click through to an existing website or email address of your choice. All graphics used in ads must be provided to the Chamber by the advertiser or their representative agency.

Q: How do I guarantee my ad is placed in the Top spot?

A: We reserve advertising space on a first-come, first-served basis.

Q: What are the requirements for graphics?

A: Graphics must be in JPEG or PNG format and should be 640 pixels wide by 90 pixels tall, RGB color format, under 75KB file size, and 150 DPI resolution. All graphics submitted at a larger size will be resized accordingly. Graphics in formats other than JPEG or PNG cannot be accepted. Additionally, animated graphics will not be accepted.

Q: I want to place an ad, but I don't have a marketing department to design it for me. Can I get help from the Chamber staff?

A: Design assistance from Chamber staff is not available.

Q: Can my ad be linked to my website?

A: Yes, graphics will be linked to the website of the advertiser's choice. You must provide the link in addition to the graphic ahead of the run date.

Q: I'm ready to advertise. What do I need to do?

A: Email marcomm@nashvillechamber.com with the specific dates and each preferred location (top, middle or bottom) for your ad placements. Please include your company name, contact name, email address, and mailing address in your request. We will check to see if those dates/locations are available. If available, we will send you an email confirming your chosen dates followed by an emailed invoice requesting payment. **To reserve your ad dates, you must provide billing information. Ads will not be placed until payment is received.**

Q: What is the deadline to place advertising?

A: All ads must be reserved and paid for **by 4 p.m. on Monday of the week prior** to the week of publication for *Monday Morning Report* or **by 4 p.m. on Thursday of the week prior** to the week of publication for *Chamber Connect*. This is also the deadline for the Chamber to receive the art and click through link for your ad placement.

Q: Are there any restrictions on advertising?

A: Ad purchases will be limited to one ad per issue per member. All advertisements are subject to the publisher's approval. **The Nashville Area Chamber does not accept political advertisements and reserves the right to reject advertising of any nature. If, in the publisher's opinion, the topic of the advertisement is in conflict with Chamber programs (e.g., dates and/or topics), markets, goals, and mission, the ad will not be accepted.** Advertisers and agencies assume responsibility for the content of their advertisements and for claims made against the publisher which may arise because of the advertisements.

Q: How do I pay for my ad?

A: You will receive an emailed invoice requesting payment following the confirmation of your chosen placement dates. **Ads will not be placed until payment is received.** The Nashville Area Chamber of Commerce accepts checks, as well as all major credit cards.

Q: Do you offer any metrics for your advertising?

A: Yes, metrics are available upon request.

Q: What happens if one of the dates I want to reserve is a holiday?

A: The e-newsletters will be sent every Monday and Thursday, even on holidays, except in special circumstances that will be discussed at the time of ad scheduling.

Member List

Q: What is the Member List?

A: An Excel spreadsheet of nearly 1,800 Nashville Area Chamber of Commerce businesses that includes the first and last name of each business's main contact, mailing addresses (no email addresses), phone numbers, industries and number of employees.

Q: What is the cost of the Member List?

A: This list is complimentary at the Engage level of membership and above and for any P2030 investors. For BELONG members, the cost is \$75. The non-member cost is \$750.

	ENGAGE Level & above Members and P2030 Investors	BELONG Level Members	Future Members	Reach
Member List	complimentary	\$75	\$750	Approx. 2,000 business contacts
Digital Ads: Weekly E-Newsletters <i>Prices shown are for one (1) ad</i> <i>Two (2) ad purchases required</i> <i>20% discount for small business & non-profit</i>	\$375 (Top) \$300 (Middle) \$200 (Bottom)	\$375 (Top) \$300 (Middle) \$200 (Bottom)	\$750 (Top) \$600 (Middle) \$400 (Bottom)	10,000+ business leaders

About the Nashville Area Chamber of Commerce

The Nashville Area Chamber of Commerce is Middle Tennessee's largest business federation, representing over 1,800 member companies. Belong, engage, lead, prosper embodies the Chamber's focus on creating economic prosperity by facilitating community leadership. Established in 1990 as an economic development and community enhancement initiative of the Chamber, Partnership 2030 is a regional cooperative dedicated to making Middle Tennessee among the nation's best places to live, work, and do business. Partnership 2030 is supported by a diverse group of public and private companies as well as governmental agencies from the organization's 10-county service area. The work of the Chamber is supported by its members, Partnership 2030 investors, and sponsors; the Chamber's Pivotal Partners (a partnership at the highest level for all Chamber programs and events) are Gresham Smith and Regions Bank. For more information, visit www.nashvillechamber.com.