



2017
LAKE CHAMPLAIN REGIONAL
CHAMBER OF COMMERCE
MEDIA KIT

Exposure.
Connections.
Reach.



LET US CONNECT YOU WITH THE RIGHT PEOPLE.

Sometimes it's who you know that matters the most. Let us connect you with the right people. Whether you are looking to engage with other local businesses or reach out-of-state visitors, we have the best advertising avenues for you. Leverage our network of over 2,000 businesses that represent over 50,000 employees, or our established tourism platforms, including Vermont.org (with over 1M impressions annually), *Experience Burlington Magazine*, or a presence in one of our six Welcome Centers.

We work with your business by listening to your needs and creating custom solutions that will provide maximum exposure and fit various budgets. We offer a variety of advertising opportunities that include print, digital, email/social media, and more.

Please review the media kit for information about our advertising opportunities, and let us know how we can help. If you're seeking a creative, custom solution - let our team brainstorm with you.

We are looking forward to working together and growing your business.

contact: Nicole Belanus | nicole@vermont.org | 802.863.3489 | vermont.org

OUR AUDIENCE

We are proud of the network we have created, both here in Vermont and with visitors traveling Vermont. Let us tell you a little bit about our reach and opportunities:

TOURISM:

Vermont welcomes about 13.7 million visitors who spend approximately \$1.4 billion per year. We know that reaching these visitors means thriving businesses and communities. 5.5 million Vermont visitors stay overnight in our hotels, B&Bs and inns, and spend over \$430M on lodging. Over \$400M are spent on food and beverage, \$300M on recreation and \$220M on shopping annually.*

Vermont visitors appreciate the "Vermont" brand, which stands for quality, simplicity, nature, creativity and history. Their love of the outdoors and recreation is apparent in the experiences our visitors choose - skiing, hiking, biking, boating, fishing and more.

The Lake Champlain Regional Chamber of Commerce has positioned itself as a leader in reaching Vermont visitors, whether on the road, at the airport or online. Our six area Welcome Centers see over 800,000 visitors per year, we distribute over 100,000 magazines, and our website has well-over 1 million page views.

BUSINESS COMMUNITY:

With over 2,000 business and non-profit members representing more than 50,000 business people and decision makers in the Lake Champlain region, we can connect you with the right people quickly. Be an event sponsor, share news or promotions in our e-newsletters, or drive traffic to your door with our B2B discount program.

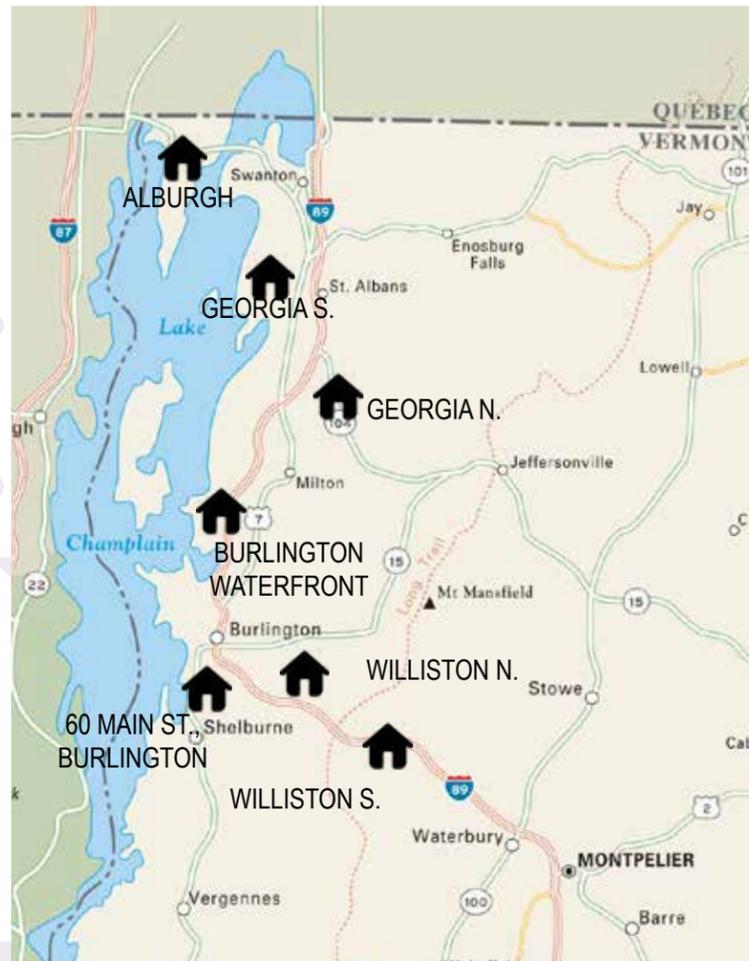
*State of Vermont Tourism stats provided by Agency of Commerce & Community Development

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WELCOME CENTERS

WELCOME CENTERS PRICING



Advertising space is available in our six Welcome Centers, which are strategically placed to capture visitors traveling to the greater Burlington area, or through the greater Burlington area. Our Welcome Centers see **over 800,000 visitors**, and serve over 170,000 cups of Green Mountain Coffee Roasters coffee per year.

Visitors in our Welcome Centers are often looking for places to stay, restaurants to dine in, places to shop and area attractions. Let our Welcome Centers drive visitors to your door...

LOCATION	VISITORS	MEMBER	NON-MEMBER
Williston North - I89			
Video (:30 rotating spots)	350,000	\$1,800	\$2,500
Brochure Distribution		\$60	\$100
18"x24" Kiosk Display*		\$1,200	\$1,380
24"x36" Framed Poster*		\$1,200	N/A
Phone Bank Listing		\$1,500	N/A
Georgia South - I89			
Brochure Distribution	95,200	\$60	\$100
22"x48" Display Board (w/ brochure holder)*		\$1,200	\$1,380
Burlington Waterfront (Memorial Day - Columbus Day)			
18"x24" Framed Poster	30,000	\$500	\$650
24"x36" Framed Poster Restrooms	96,000	\$750	N/A
Outdoor Retractable Banner	240,000 estimated foot traffic	\$1,200	N/A

LOCATION	VISITORS	MEMBER	NON-MEMBER
Williston South - I89			
Video (:30 rotating spots)	250,000	\$1,800	\$2,500
Brochure Distribution		\$60	\$100
18"x24" Kiosk Display*		\$1,200	\$1,380
Georgia North - I89			
Brochure Distribution	75,000	\$60	\$100
22"x48" Display Board (w/ brochure holder)*		\$1,200	\$1,380
Alburgh			
Brochure Distribution	20,000	\$60	\$100
Framed Poster		\$200	\$250

*Brochure distribution included with purchase of a display kiosk or video. Additional costs for design review by state approved vendor and printing. Please review the design process and specs.

Brochures for stocking should be delivered to:
Attn: Matt Borden, 60 Main Street, Suite 100,
Burlington, VT 05401

MULTIPLE SITE DISCOUNTS AVAILABLE FOR POSTERS & BROCHURES.



VERMONT.ORG

Our website, Vermont.org, is a powerful advertising platform with over 1 million page views per year and over 250,000 users. Roughly 50% of our traffic is from New England, bringing in visitors from Massachusetts, Connecticut, New Hampshire and Maine, and over 19% is from New York and New Jersey, and 10% from Quebec, Canada. Visitors are looking for places to stay, restaurants to dine in, places to shop and area attractions, making Vermont.org a popular place to showcase your business.

We offer a suite of online advertising options to drive traffic to your business and increase your leads.

ONLINE ADVERTISING - MEMBERS ONLY	
Enhanced Listings	Make your listing stand out - include your logo or a photo, short description, and more. \$75 per year.
Upgraded Listings	These listings pop with a short description and contact name. \$30 per year.
Preferred Placements	Get the most exposure for referrals by being one of the top listings on the page! Please inquire for pricing.
Tile Advertisements	\$250 per 25,000 impressions
Web Page Sponsorships	Page sponsorships starting at \$250 per quarter.
Videos	Please inquire for pricing.
BLOG - MEMBERS ONLY	
The Lake Champlain Regional Chamber of Commerce publishes a blog for business members and tourists. The blog is distributed through the appropriate social media channels as well. We highlight local businesses, share business and local news, and also highlight area attractions, activities and more. We also welcome contributing member blogs. Please inquire for more information and pricing.	



EMAIL & SOCIAL MEDIA

Email and Social Media marketing are two of the most effective ways to reach your target audience, communicate your message and drive results. If you are looking to increase brand awareness, drive traffic to your website, increase leads, or send out announcements (like a sale, grand opening or event), consider working with the Chamber to reach our established network of business and tourism contacts. Email and social media marketing is cost-effective, easily shareable and a great way to grow your own network!

EMAIL MARKETING	Distribution	Audience	Members	Non-Members
Chamber Weekly	5,000	Business Members	\$100	N/A
Community Events Blast	3,500	Business Members	FREE - as available	N/A
Legislative Update	4,600	Business Members	\$300 - 1 Week \$450 - 2 Weeks	N/A
Vermont Quarterly	3,000	Vermont Visitors	\$250	\$350

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SOCIAL MEDIA - MEMBERS ONLY
The Lake Champlain Regional Chamber of Commerce operates a number of social media accounts on different channels (Facebook, Twitter, LinkedIn, Instagram) that have a variety of audiences, including business members and tourists. Please inquire about how we can collaborate to create a custom social media campaign that will leverage our network to reach your target audience.



EXPERIENCE BURLINGTON

LEVERAGE OUR NETWORK

With over 2,000 business members that represent over 50,000 employees in the greater Burlington area and beyond, the Lake Champlain Regional Chamber network is ready to work for you! Whether you're seeking to build your identity, generate leads, or highlight your corporate responsibility initiatives, allow the Chamber to help carry your message to all of our member companies. Contact us to build a custom campaign around your target audience and accomplish your specific goals and objectives.

	Distribution	Members	Non-Members
MAIN STREET NEWS - printed bi-monthly and mailed to over 1,500 CEOs, Vice Presidents, Marketing Directors and employees at every Chamber member organization			
MSN Full Page Ad - 8.5"x11"	1,500	\$800	N/A
MSN 1/2 Page Ad - 7"x4.5"	1,500	\$500	N/A
MSN 1/4 Page Ad - 3.75"x4.1875"	1,500	\$300	N/A
MSN Inserts - 8.5"x11" folded or 8.5"x5.5"	1,500	\$350	N/A
MSN Inserts Bundle (3 - \$50 Savings) or (6 - \$200 Savings)	1,500	3 for \$1,000 6 for \$2,000	N/A
Mailing Lists Available	-	Please inquire for pricing.	N/A
Chamber Weekly Email	4,000	\$100	N/A
Chamber Community Events Blast (bi-weekly)	3,500	FREE	N/A
Blog & Social Media	The Lake Champlain Regional Chamber of Commerce highlights local businesses, shares business and local news, and more in our blog and on social media. We can design specific campaigns, and also welcome member contributions. Please inquire for more information and pricing.		

Experience Burlington Magazine is the area's premier tourism publication that highlights everything there is to see and do in the Lake Champlain region and beyond. With over 100,000 copies distributed in over 100 locations - including Vermont & New York Welcome Centers, the Burlington International Airport, local hotels, restaurants and other attractions - Experience Burlington offers tremendous exposure for your business.

4-COLOR ADVERTISEMENT			
Visible Size (WxH)	Design Spec. including .125" bleed around all sides (WxH)	Members	Non-Members
Full Page - 8" x 10.875"	8.25"x11.125"	\$2,100	\$2,500
2/3 Page - 4.875"x10.5"	5.125"x11.125"	\$1,450	\$1,750
1/2 Page - 6.875"x4.875"	7.125"x5.125"	\$1,275	\$1,500
1/3 Page - 4.625"x4.875"	4.875"x5.125"	\$750	N/A
1/6 Page - 2.25"x4.875"	2.5"x5.125"	\$425	N/A
EVENT & BUSINESS LISTINGS			
Event Listing	Name of event, location, phone, website, 30 word description	\$150	\$250
Business Listing	Business Name, location, phone, website, 30 word description	\$300	\$400
Multiple Listing	Have your listing appear in multiple categories	\$100	N/A
Include a Photo or Logo	Add image next to your listing. Hi-res (300 dpi) only.	\$100	N/A

Specifications: A reservation form must be filled out and returned to the Chamber, Attn: Experience Burlington Advertising. All artwork is required to be four-color, hi-res Adobe Acrobat PDF or PDF-X/1a file format with a .125" bleed on all sides and all fonts and images embedded. Embedded images must be a minimum of 266 ppi and color images must be CMYK.



SPONSOR AN EVENT

The Lake Champlain Regional Chamber of Commerce hosts dozens of events every year, from our popular Annual Dinner gala to educational seminars, informal networking meet ups to those featuring elected officials. In addition to events, we have many opportunities to market to young professionals, entrepreneurs, businesses of all sizes, and more, with prices starting as little as \$250.

Chamber Networking & Annual Dinner

Corporate Sponsorship of Annual Dinner \$3,000 (includes table for ten)

Host a Monthly Networking Event (cost varies)

Member Special Event Sponsor (cost varies)

Chamber Challenge Golf Tournament (opportunities starting at \$250)

New Audiences

LaunchVT, Vermont's Entrepreneurial Community Initiative (\$500-\$10,000)

Burlington Young Professionals (opportunities starting at \$250)

Small Business Summit (booth space starting at \$350 | sponsorship at \$1,500)

Legislative Advocacy (opportunities starting at \$250)

Vermont Convention Bureau (cost varies)

Support Education and Talent Development

Leadership Champlain (opportunities starting at \$500)

Youth Career and Leadership programs (opportunities starting at \$1,000)

Vermont Council on World Affairs (opportunities starting at \$500)