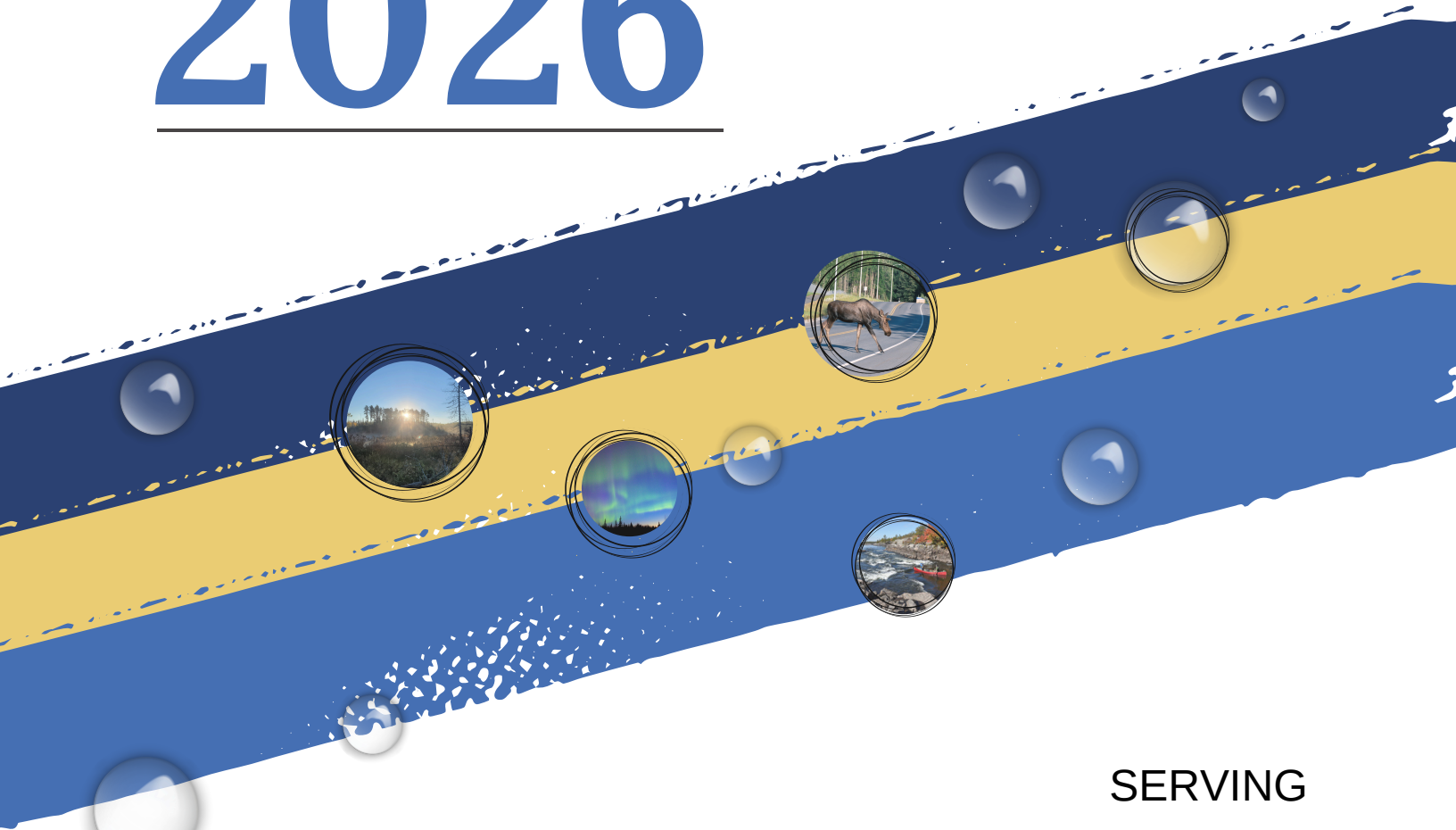




Sudbury East Chamber of Commerce
Chambre de Commerce de Sudbury-Est

Advertising Guide

2026



SERVING
Markstay - Warren
Killarney
Dokis First Nation
St-Charles
French River



Newsletter Advertising

All ad pricing is subject to Hst

Why Newsletter Ads Work:

- Delivered directly to our subscriber base of local business owners and community leaders
- High open rates and strong engagement
- Great for promoting ongoing services, seasonal specials, or building brand awareness

Submission Guidelines:

- Ad Image: Recommended size – 600px (W) × max 600px (H)
- Ad Text (optional): Up to 50 words
- Business Logo: High-resolution PNG or JPEG
- Call-to-Action Link: (e.g., website, registration page, or social media link)

Non Member Pricing:

Single Ad - \$85

Bundle Rates

3 Ads: \$229.50

6 Ads: \$433.50

12 Ads: \$816

Member Pricing:

Single Ad - \$75

Bundle Rates

3 Ads: \$202.00

6 Ads: \$382.00

12 Ads: \$720

The 3 and 6 pkg ads can run in consecutive or non-consecutive newsletters – your choice!



E-Blast Advertising

All pricing is subject to Hst

Exclusive space – your ad is the only promotion in the e-blast

Why E-blasts Work:

- Delivered as a dedicated message to our engaged Chamber audience
- Spotlights your business with no competing content
- Ideal for time-sensitive promotions, event announcements, or major launches
- Proven to drive clicks, traffic, and measurable results

Submission Guidelines:

To make your e-blast look great and perform well, please provide:

- Subject Line: Max 50 characters
- Header Image (Optional): 600–800 px wide (JPEG or PNG)
- Main Content: Text in Word or PDF format (up to 300 words recommended)
- Logo or Graphics: High-resolution PNG or JPEG
- Call-to-Action Link: (e.g., Learn more, Register now, Visit our website)

Non Member Pricing:

Full Subscriber List - \$70

Member Pricing:

Full Subscriber List - \$55



Video Profiles – Show off your business in action!

Why Video Profiles Work:

- Bring Your Brand to Life – Let people see your space and what makes your business unique.
- Highly Shareable – Video content gets more engagement than images alone.
- Ongoing Exposure – Your video stays on our YouTube channel and is shared multiple times over two months.
- Tell Your Story – This gives you the chance to connect with your audience in a memorable way.

Details:

- Submit a video highlighting your business. up to 60-seconds is typical
- Video will remain on our YouTube channel permanently, continuing to promote your business long after it's published.
- Shared on our socials no less than 5 times during the first 2 months

Video Specs:

Video must be provided by the business. The Chamber does not offer video production services.

Non Member Pricing:

One time fee for permanent placement -
\$145

Member Pricing:

One time fee for permanent placement -
\$100



Website Ads - Promote your business front and center on the Sudbury-East Chamber of Commerce website!

Why website ads work:

- Featured on a well-trafficked section of the Chamber website, seen by business owners, residents, and visitors.
- Your ad stays live for 90 days, offering consistent exposure.
- Reach people already engaged with the local business community.
- Perfect for events, seasonal offers, or boosting general brand awareness.

Details

- Ad will be displayed for 90 days on a high-visibility section of our website

Ad Specs:

600px wide by 375px high. Save as .PNG or .JPG.

Non Member Pricing:

3 months - \$160

Member Pricing:

3 months - \$125



Business Blog or Member Articles

Showcase your expertise and boost your visibility with an article on the Chamber's Business Blog; your voice, your story, shared with our entire network.

Articles should be educational, informative, and non-salesy. We encourage submissions focusing on adding value rather than direct sales.

Your article will be featured on social media no less than 5 times (Facebook, Instagram, LinkedIn) with a promotional inclusion in the Chamber's next e-newsletter. Your blog will remain permanently on the blog page.

One time fee for permanent placement on blog page

Non Member Pricing:

Price - \$350

Member Pricing:

Save over 25% - \$250.00

Special Branding Package – Top Value!

Includes:

- Newsletter Ads – Featured in 3 Chamber newsletters throughout 2025 (Value: \$202)
- Website Ad – 3-month placement on our Chamber website (Value: \$125)

Ad Specs:

Newsletter: Submit a web-optimized ad in PNG or JPG format.

Website: 4" wide x 2.5" high (.png or .jpg)

Non Member Pricing:

Price - \$325

Member Pricing:

Price - \$275



Full Year Visibility Package - Best Value!

Why This Package Works:

- Consistent exposure across multiple platforms
- Reaches both Chamber members and the wider business community
- Perfect for building long-term brand awareness
- Our best value – saves you 30%

Details;

- **12 Newsletter Ads** - One ad per month in our Chamber newsletter – great for steady visibility and brand recognition. (Regular price: \$720) - *Ad can be updated monthly (within submission deadline) at no extra cost*
- **12-Month Website Ad** - Featured on a high-visibility section of our website for a full year. (Regular price: \$500) - *Ad can be updated every 3 months at no extra cost*
- **4 Exclusive E-Blasts** - Sent to our full subscriber list – your business is the only feature in the email. (Regular price: \$220)

Non - Member Pricing:

Price - \$1290.00

Regular price - \$1720

Member Pricing:

Price - **\$1000.00**

Save over 40% off regular price

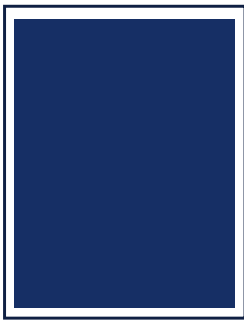


All pricing is subject to Hst

Event Programs

Why This Package Works:

- Exposure at our event
- Reaches both Chamber members, business community and potential consumers
- Perfect for building long-term brand awareness
- Programs are taken home for keepsakes; great for continuous awareness



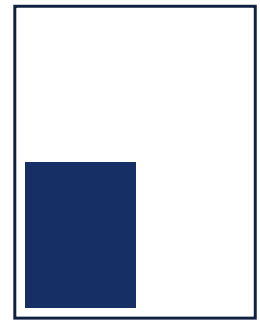
FULL PAGE
Image Area:
5.5"w X 8.5"h

Members: \$125
Non-Members: \$175



HALF PAGE Image
Area: 5.5"w X
4.25"h

Members: \$75
Non-Members: \$125



QUARTER PAGE
Image Area: 2.475"w
X 4.25"h

Members: \$65
Non-Members: \$100



Grow With Us Through the Power of Visibility

Thank you for exploring the advertising opportunities offered by the Sudbury East Chamber of Commerce. Your participation helps strengthen our business community while giving your brand the exposure it deserves.

Don't miss the chance to showcase your business, reach new audiences, and stay top-of-mind throughout the year.

Let's work together to make your message seen, heard, and remembered.

**If there are any questions or if your interested in advertising with us
email info@sudbureastchamber.com or call/text 249-879-9509**
