ERIE *Lifestyles*

E-MAGAZINE

MEDIA KIT 2019

KEY FOCUS: LOCAL BUSINESS

Dining
Culture
Health
Home
Education
History
Events
Shopping
Business Profiles
Arts
Seasons
Trends

ELeM Delivers by email in June, October and February

(first week of the month)

Advertisers enjoy being part of a publication that provides Free Erie community centric stories, PLUS:

- Fresh content monthly.
- Weekly social media postings.
- In depth - business profiles.
- Positive, good news stories you won't find anywhere else.
- Engaging multi-channel advertising opportunities for desktop and app.
- Instant credibility with the Erie Chamber connection.
- Responsively designed for a quality reading experience on your phone, tablet or desktop.
- Real time analytics on readership audience and engagement time.

ELeM will reflect the best of living, working and playing in Erie and is committed to informing, enlightening and entertaining its audience through an engaging online experience.

Digital, Mobile, Social

3 dynamic multi-media platforms for 1 low price! 24/7.

ERIE Chamber of Commerce

smart marketing with EasyChair Media

INVEST NOW!

Call Smart Marketing today to get more information or to secure your ad space today!

970-686-5805 or **info@easychairmedia.com**

Think Outside Print ELeM by the Numbers

Reach through the Erie Chamber website, Erie Chamber Facebook page, other community and advertiser Facebook pages, and emailed to every Erie Chamber member and an initial email base of 5,000 subscribers and growing. Reach 20,000+ with the first issue!

Frequency Has Its Rewards
(Advertising Rates)

Choose from three special-value packages plus be sure to look at the ways to expand your presence and add extra value for your advertising dollars by looking at our **digital sponsorship opportunity packages**. This is more than just a presence on a page – make your presence come to life! Now you can change your page and offer as frequently as needed! Our Frequency and Digital Sponsor Value Programs improve sales and profits by increasing brand awareness in multiple places using multiple marketing channels.

Digital sponsorship opportunity packages include banner/sponsorship ads throughout the site or on special business related pages. Additionally, Audio and Video packages are available. All options are discounted with an ad purchase.

Ad Size W x H	Issue Number	Total Cost	Per Issue Cost
Half Page (7.38" x 4.75")	3	$705	$235
	2	$550	$275
	1	$325	$325
Full Page (8.25" x 10.75")	3	$1,185	$395
	2	$875	$437.50
	1	$485	$485
2-Page Spread (16.5" x 10.75")	3	$1,860	$620
	2	$1,400	$700
	1	$850	$850

Business Spotlight Ad: Full page $499, Spread $599
includes a professional write up and 1 professionally designed banner ad. Ad appears in Erie Chamber newsletter and on the Erie Chamber website in the month the Business Spotlight is featured. Only 12 spots available. Additional cost to above selected package

Social Media Posts: $199
Specific to your page – 1x/month of issue Life 4 total. Additional cost to above selected package.

Add 10% for premium/requested placement

Need Ad design? Most ads completed for $125 or less

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