

2024 PUT-IN-BAY CHAMBER MEMBERSHIP LEVELS

CHAMPAGNE

\$12,550 4 spots available

*One front and one back, outer and inner covers

Island Guide Ad — Full, Inside Front/Back Cover* (art not included)	\$5,000
PIBCC Island Map Ad — Large	\$4,800
6 Month Banner Ad on Website (\$2000 value)	\$500
Email Blast Campaign	\$1500
All Friend Membership Benefits	\$750
Total	\$12,550

PLATINUM

\$9,150

Island Guide Ad — Full Page (art not included)	\$4,000
PIBCC Island Map Ad — Medium	\$2,400
6 Month Banner Ad on Website	\$2,000
All Friend Membership Benefits	\$750
Total	\$9,150

GOLD

\$6,000

Island Guide Ad — Half Page (art not included)	\$2,000
PIBCC Island Map Ad — Small	\$1,250
6 Month Banner Ad on Website	\$2,000
All Friend Membership Benefits	\$750
Total	\$6,000

SILVER

\$2,750

Island Guide Ad — Half Page (art not included)	\$2000
All Friend Membership Benefits	\$750
Total	\$2,750

FRIEND BENEFITS

All Friend Membership Benefits

\$750

- Visitputinbay.com SEO and SEM program to increase traffic to official PIB Chamber Website
- 12-month Social Media Campaign highlighting PIBCC events and Member Businesses
- Email Marketing Campaign with monthly calendar highlighting PIBCC events and events hosted by Member Businesses
- Last Minute Lodging Email Campaign updating potential lodging customers of Member Businesses' available lodging
- Email Campaign highlighting Live Entertainment and links to member entertainment calendars
- Physical PIBCC office with Executive Director and Marketing & Event Coordinator
- Listing in PIBCC Island Guide, Island Map and visitputinbay.com

ASSOCIATE

\$500 Offered to Off-Island Businesses Only

Listing on PIBCC Website — Preferred Vendor	\$500
Opportunity to Sponsor/Participate in PIBCC Events	
Total	\$500

MEMBER IN-KIND

Offered to Non-Profit Organizations Only

Listing on PIBCC Website	
Total	Trade Basis



Official
Tourism
Bureau

PUT-IN-BAY CHAMBER AL LA CARTE OPTIONS

ISLAND GUIDE

*All prices do not include ad design

Back Cover	\$7,000
Back Inside Cover	\$5,000
Front Inside Cover	\$5,000
Center Display	\$9,000
Full Page	\$4,000
Half Page	\$2,000
Quarter Page	\$1,000
Ad Design (available upon request)	\$150

Featured Lodging AD **\$900**

Promote your lodging business on the featured lodging page of our Island Guide with a 1/4 page ad and have your listing at the top of the lodging page on the Chamber website.

COLOR ISLAND MAP

Large	\$4,800
Medium	\$2,400
Small	\$1,250

Note: For additional advertising opportunities, any interested parties will be placed on a list according to date of commitment to the PIBCC Membership Package and timely payment of their invoice.

EMAIL MARKETING

Show off your company directly with our engaged email list subscribers. Send us your content, and the Chamber will distribute an email to over 10,000 newsletter subscribers on your behalf.

Email Blast Campaign **\$1,500**

One email featuring your company as the highlight of our monthly newsletter. Timing based on member request and email calendar schedule.

Choose from:

- January - Lodging
- February - Lodging
- March - Transportation
- April - Explore PIB
- May - Retail
- June - Restaurants
- July - Retail
- August - Restaurants
- September - Explore PIB
- October - Attractions
- November - Shopping
- December - Lodging

WEBSITE ADVERTISING

visitputinbay.com

*All prices include ad design

Homepage Banner

April-September	\$600/month
October-March	\$400/month
12 months	\$500/month

Interior Page Banner

April-September	\$425/month
October-March	\$225/month
12 months	\$300/month

SOCIAL MARKETING

Deliver tailored, promotional, and educational content via the Chamber's social media profile and instantly tap into over 35k+ followers in our social network, including Facebook, Instagram, Twitter and TikTok. PIBCC average Facebook reach is over 5,000 people with a single post.

Social Post

Member provides the image, video and/or message, and the PIBCC will post to our audience at peak engagement times developed by Chamber calendar and member requested timetable. This perk is available to all friend members for up to, but not limited to, three (3) free posts per year. Use this benefit to market your event, specials, sales, or your business in general.

Three Posts Included in Friend Membership

Paid Social Posts

The PIBCC dedicated resources to developing effective paid advertising. Our efforts have resulted in a refined target audience consisting of active and engaged buyers. Increase exposure for your business today and let PIBCC run paid social ads on your behalf.

All paid ads must be approved by the PIBCC and submitted to the PIBCC seven (7) days before desired run time.

Paid Ads	\$50-\$149 ad: 50% ad fee (example: a \$100 ad costs \$150)
	\$149+ ad: 40% ad fee (example: a \$200 ad costs \$280)

SOCIAL AD RESULTS

Ad Clicks in 10 days	43,591
People Reached in 10 days	207k+
Leads Driven	1,788
Ad Spend	\$305.07
Demographic	52% Women