



MUSKEGON LAKESHORE
CHAMBER OF COMMERCE

Communicate with over 1,250 business decision makers throughout the Lakeshore! Whether you have a budget or not, we can help you **GET YOUR MESSAGE** out through free, affordable and targeted digital marketing campaigns.

FREE ADVERTISING



CHECK YOUR BUSINESS LISTING

Add keywords, your website, social networks, and a business description to your listing. In addition, your business will be personally referred by Chamber staff and other Chamber members!



SHARE YOUR NEWS

Send us news releases regarding announcements, new hires, a new location, expansions, awards, recognition or other news, and we will include it in the **News Room** on our website. Email news releases to marketing@muskegon.org.



SHARE YOUR EVENTS

Post your upcoming events free of charge on our online Community Calendar, one of the most utilized business and social calendars on the Muskegon Lakeshore! Visit muskegon.org/community-events.



GET SOCIAL

Like and Follow the Chamber's social media pages

Facebook: @MuskegonLakeshoreChamber

Join the **MLCC Member Connect Facebook Group**. This page was created specifically for members ONLY! Promote your business in a private, professional setting.

Twitter: @MuskegonChamber

Instagram: muskegon_lakeshore_chamber

LinkedIn: muskegon-lakeshore-chamber-of-commerce



SHOWCASE YOUR MATERIALS

Bring your **brochures and business cards** to showcase in the Muskegon Lakeshore Chamber Welcome Center. Thousands of visitors come to the Chamber office each year, make sure to capitalize this business and tourist audience.



STRUT YOUR STUFF

Promote your business by distributing your company's **promotional products**. These items will be included in new member bags, golfer goodie bags and other programs throughout the year.

AFFORDABLE ADVERTISING



WEBSITE ADVERTISING

Attract visitors to your website by placing a banner ad on muskegon.org. Over 5 million people turn to the Chamber website for business and community information, annually. There are several ad placements available.

Three Months: \$300 **Six Months:** \$500 **Twelve Months:** \$1,000



EMAIL NEWSLETTER ADVERTISING

Reach the Muskegon Lakeshore business community by placing a banner ad in one of our email publications: The Chamber Insider E-News, E-Vents Newsletter, Tourism Talk or Mighty Manufacturing News.

Header Ad:	Single Issue: \$250	Two Issues: \$450	Six Issues: \$1,350
Mid-publication Ad:	Single Issue: \$200	Two Issues: \$350	Six Issues: \$1,000
Footer Ad:	Single Issue: \$125	Two Issues: \$225	Six Issues: \$650



WATCH MUSKEGON MARKET REPORT SPONSORSHIP

This electronic publication features information and statistics pertaining to the local market and economy. It is emailed to nearly 6,000 members of several organizations along with statewide media, elected officials and community leaders. It is produced in partnership with Watch Muskegon, Muskegon Area First and the Employers Association of West Michigan.

Header Ad:	Twelve Issue Sponsorship: \$3,000	Six Issue Sponsorship: \$1,600
Mid-publication Ad:	Twelve Issue Sponsorship: \$2,000	Six Issue Sponsorship: \$1,100
Footer Ad:	Twelve Issue Sponsorship: \$1,500	Six Issue Sponsorship: \$800



BOOSTED FACEBOOK POSTS

With 1.59 billion daily active users, Facebook is the most widely used social platform. We can boost a post on our Chamber Facebook page and target our followers and their friends or whoever is your preferred target market. This is a great way to get your message to the business community and beyond! The average boosted post reaches an estimated 5,000 - 10,000 people.

One post: \$100 **Three posts:** \$250



LAKESHORE COMMUNITY CASH



Bring customers right to your front door with this online gift certificate program that keeps money in our community. Participating members are promoted through social media, our website, and corporate purchasers.

One time setup fee: \$50