FREE ADVERTISING

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.

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 mlcc@muskegon.org.

SHARE YOUR EVENTS

Post your upcoming events (virtual too!) 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, event goodie bags and other programs throughout the year.

SHARE YOUR COUPONS

Lakeshore Community Coupons is the premier source for local, digital coupons. You can post your coupons in your member portal and they will be displayed on our business directory.

AFFORDABLE ADVERTISING

WEBSITE ADVERTISING

Attract visitors to your website by placing a banner ad on muskegon.org or sponsoring a webpage. 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

Twelve Month Webpage (top six pages): $2400

CHAMBER BLOG SPONSORSHIP

Get your services and expertise out to the business community by writing a sponsored article for the Chamber blog page. This sponsorship includes:

- Logo displayed on webpage for two weeks
- Social media post featuring blog post
- Blog post shared with chamber members in E-News

Two-week sponsorship: $300

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.

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

BOOSTED FACEBOOK POSTS

With 1.59 billion daily active users, Facebook is the most widely used social platform. We can boost a post on the 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**