

# DELAWARE STATE CHAMBER OF COMMERCE

## *The Weekly Report Banner Advertisement Purchase Form*

*The Weekly Report* is a digital publication of the Delaware State Chamber of Commerce. Our distribution of more than 2,700 contacts has an average open rate of 26% (industry average is 20%). *The Weekly Report* features important business articles, legislative updates and timely state news.

### General Banner Ad Information:

- Specs: 440 pixels wide x 136 pixels high
- Full color ad
- Due one week prior to email run date (run date is every Friday at 7 a.m.)

### Pricing:

☐ **TOP BANNER AD \$150 – *exclusive per email***

*\*This is the only lead ad, run at the top of email*

- Specs provided above
- Ad will be hyperlinked to company's homepage

☐ **CLICK-THROUGH ADD-ON \$50**

- The ability to hyperlink the ad to a special promotion or upcoming event

***\*\*Purchase 4+ banner ads and receive a \$100 rate per ad and \$25 rate for click-through add-ons\*\****

☐ **CENTER BANNER AD \$100**

*\*Run in center of content space, following our featured legislative advocacy section (The Legislative Report and Legislative Priority)*

- Specs provided above
- Ad will be hyperlinked to company's homepage

☐ **CLICK-THROUGH ADD-ON \$50**

- The ability to hyperlink the ad to a special promotion or upcoming event

***\*\*Purchase 4+ banner ads and receive a \$75 rate per ad and \$25 rate for click-through add-ons\*\****

**Please select month(s) and week(s) ad will run (dates are subject to change based on availability):**

- |                                   |                                 |                                    |                          |
|-----------------------------------|---------------------------------|------------------------------------|--------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> May    | <input type="checkbox"/> September | ___ 1 <sup>st</sup> Week |
| <input type="checkbox"/> February | <input type="checkbox"/> June   | <input type="checkbox"/> October   | ___ 2 <sup>nd</sup> Week |
| <input type="checkbox"/> March    | <input type="checkbox"/> July   | <input type="checkbox"/> November  | ___ 3 <sup>rd</sup> Week |
| <input type="checkbox"/> April    | <input type="checkbox"/> August | <input type="checkbox"/> December  | ___ 4 <sup>th</sup> Week |

Company \_\_\_\_\_

Name \_\_\_\_\_ Address: \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Credit card: \_\_ VISA \_\_ MC \_\_ Discover \_\_ AmEx; Card #: \_\_\_\_\_

Name/Co. on card \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_

Amt. Encl. \$ \_\_\_\_\_ Check in Mail \_\_\_\_\_ (Checks payable to "Center for Business Management")

**Please submit this form to Kelly Basile at [kbasile@dsc.com](mailto:kbasile@dsc.com).**