

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 2,300 contacts has an average open rate of 35% (industry average is 26%). *The Weekly Report* features important business articles, legislative updates, and timely state news.

General Banner Ad Information:

- Specs: 880 pixels wide x 272 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 \$165 – *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 \$55

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

*****Purchase 4+ banner ads and receive a \$150 rate per ad and \$25 rate for click-through add-ons*****

☐ CENTER BANNER AD \$110

**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 \$55

- 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 \$30 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 st Week |
| <input type="checkbox"/> February | <input type="checkbox"/> June | <input type="checkbox"/> October | ___ 2 nd Week |
| <input type="checkbox"/> March | <input type="checkbox"/> July | <input type="checkbox"/> November | ___ 3 rd Week |
| <input type="checkbox"/> April | <input type="checkbox"/> August | <input type="checkbox"/> December | ___ 4 th 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 Regina Donato at rdonato@dsc.com.

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