

# 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 <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 Damon Howard at [dhoward@dsc.com](mailto:dhoward@dsc.com).**