

CALGARY CHAMBER ADVERTISING RATE CARD

Leverage the Chamber's direct line into the Calgary Business community and build exposure for your business through advertising across Chamber platforms.

Did you know that Calgary Chamber members receive advertising as part of their membership package?
Contact membership@calgarychamber.com today to learn more about joining the Chamber community.

CalgaryChamber.com

As a leading voice in Calgary's business community, advertising on the Calgary Chamber website puts your ad in front of a diverse audience, including leaders, decision-makers, and policy advocates. Whether you are trying to increase brand awareness, promote an upcoming event, or share compelling news, advertising on our website is guaranteed to amplify your message. Ads run for 7 consecutive days.

MEMBER RATES:

1 week: \$300
4 weeks: \$700
8 weeks: \$1,400

NON-MEMBER RATES:

1 week: \$600
4 weeks: \$1,400
8 weeks: \$2,800

TECHNICAL SPECIFICATIONS:

Requirements: Image, title (65 character limit),
body content (380 character limit), URL
Dimensions: 500w x 500h pixels
Font size: Minimum 15 pixels
File size: Less than 1MB
File format: JPEG or PNG (PDF will not be accepted)
Filename: CompanyName_Website_PubDate

Calgary Chamber Newsletter

The Calgary Chamber's weekly newsletter provides its 15,000+ subscribers with timely and relevant business information. With a 45% engagement rate, our newsletter shares information about our members, Chamber events, policy issues, business resources, and timely and relevant news. This is effective outreach to a broad audience to amplify your brand, an upcoming event, or engaging information.

MEMBER RATES:

1 week: \$500
Dedicated Mailer: \$3,000

NON-MEMBER RATES:

1 week: \$1,000
Dedicated Mailer: \$6,000

TECHNICAL SPECIFICATIONS:

Requirements: Image, URL
Dimensions: 300w x 300h pixels
Font size: Minimum 15 pixels
File size: Less than 1MB
File format: JPEG or PNG (PDF will not be accepted)
Filename: CompanyName_Pulse_PubDate

Social Media

Social media is a powerful tool for any business. Advertising on the Calgary Chamber's social media accounts allows you access to an established following of community and industry professionals in Calgary and beyond.

With tens of thousands of followers across our platforms, advertising through the Chamber's social network is perfect to quickly and efficiently showcase an event or brand to our ever-growing ecosystem.

MEMBER RATES:

X/Twitter post: \$300
LinkedIn post: \$300
Instagram post: \$300
Facebook post: \$300

NON-MEMBER RATES:

X/Twitter post: \$600
LinkedIn post: \$600
Instagram post: \$500
Facebook post: \$600

TECHNICAL SPECIFICATIONS:

Requirements: Image, URL
Dimensions: Platform standard
File size: Less than 1MB
File format: JPEG or PNG (PDF will not be accepted)
Filename: CompanyName_Platform_PubDate

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Amplify Boost

Amplify Boost is an exclusive offer for members to expand their marketing initiatives through the extensive Calgary Chamber network. This offer gives you the best of all worlds by including a big box banner ad in our newsletter Chamber Pulse and on CalgaryChamber.com, along with a social media post to advertise your company's products and services to the Calgary business community.

MEMBER RATE: \$2,000

4 issues in Calgary Chamber's weekly newsletter
2 weeks of advertising on Calgary Chamber website
1 social post on any of Calgary Chamber's social media platforms

Event Advertising

Advertising solutions for businesses seeking to captivate audiences at Chamber events, offering prime ad space positioned to maximize brand visibility and engagement. Contact your membership advisor for availability.

TABLE CARDS: \$500 – \$1,500

Company provided advertisement

TECHNICAL SPECIFICATIONS:

Requirements: PDF or Image
Dimensions: 4w x 6h inches or 6w x 4h inches (based on availability)
File format: PDF, EPS or JPG (300 DPI)

DIGITAL SCREENS: \$250

Company provided advertisement

TECHNICAL SPECIFICATIONS:

Requirements: Image
Dimensions: 1920 x 1080 pixels
File format: JPG or PNG (300 DPI)

Contact

Please contact membership@calgarychamber.com for:

- Ad specifications, including artwork
- Customized packages, including grouping channels
- Questions about timing and availability across advertising channels