

'GET IN FRONT': ADVERTISING PACKAGES



Greater Manchester
Chamber of Commerce
Connect. Communicate. Create.

WHAT IS THE 'BRIEF'?

The Brief is one of a suite of e-newsletters including the International and Events Briefs and the local area Briefs. The twice-weekly e-newsletter goes out to more than 10,500 recipients every Wednesday and Friday.

Featuring all the latest news, analysis, events and offers from the Chamber and our members, the Brief is a key source of information for businesses across Greater Manchester and beyond.

WHAT DO I GET?

- 1 month banner advert included on our twice weekly e-newsletter (10.5k+ contacts)
- Social Media Promotion through our channels (30,000+ followers in total)
- Analytics report - including open rates/click-throughs
- Link back to your website/webpage



E-NEWSLETTER STATS

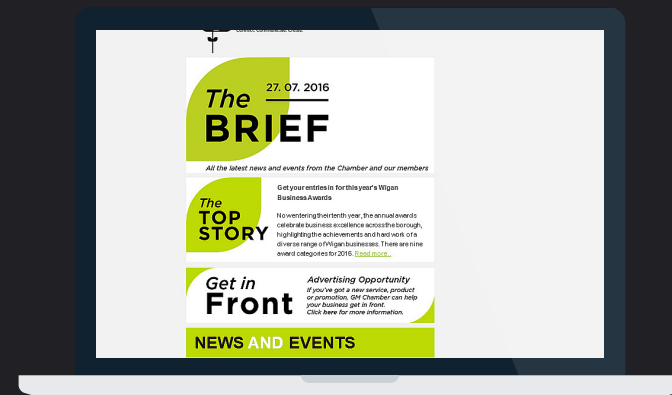
The Brief e-newsletter is sent twice a week on Wednesday and Friday to subscribers across Greater Manchester and beyond.

Our bi-weekly e-newsletter is read by both members and non-members of Greater Manchester Chamber of Commerce.

TYPICAL OPEN RATE: 19.15% | INDUSTRY STANDARD IS 19.53%*

TYPICAL % CLICKED THROUGH RATE: 11.63% | INDUSTRY STANDARD IS 2.34%*

*Source: <http://mailchimp.com/resources/research/email-marketing-benchmarks/> Updated: June 2, 2016



KEY FACTS



72,000+ MONTHLY EMAILS SENT



10,500+ SUBSCRIBERS



11.63% CLICK THROUGH RATE

SOCIAL MEDIA PROMOTION

Every advertising package includes social media promotion through our channels. You have the opportunity to choose what channels works best for you and your business.

We connect with our audience through a number of platforms - and now you can too.

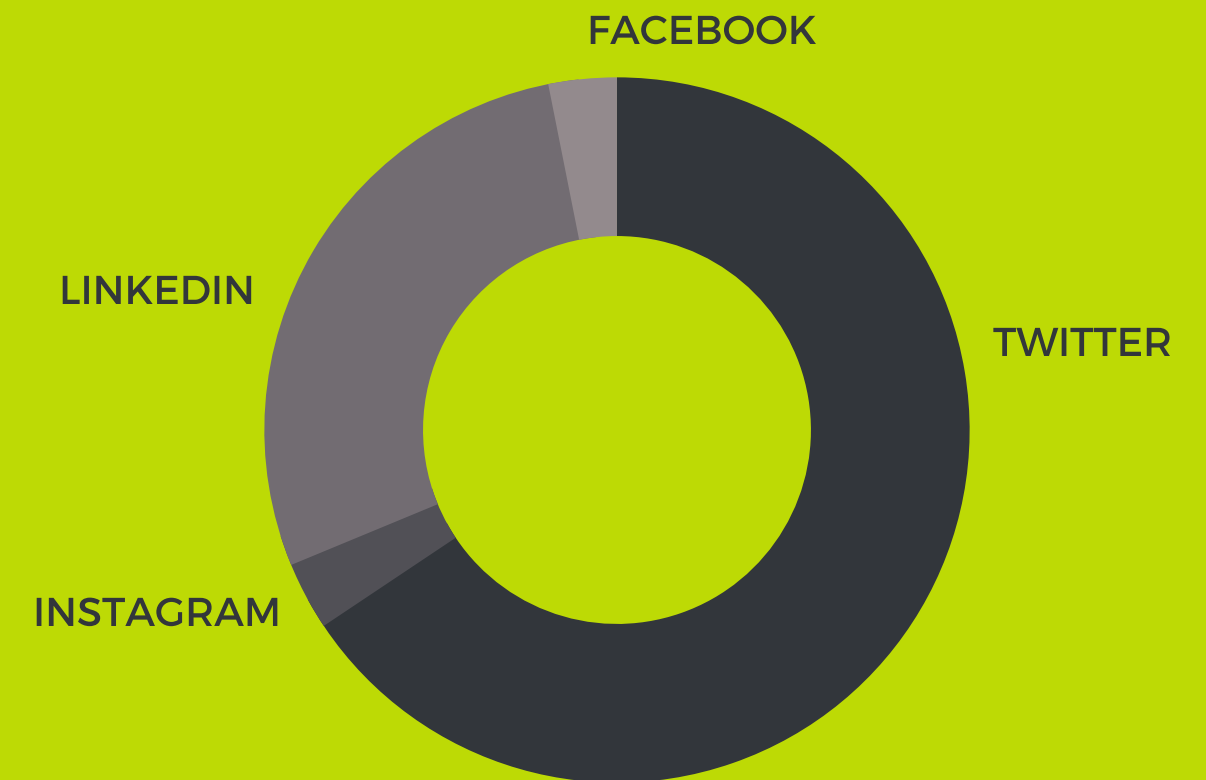


P.S. We have a Klout score of 66!

OUR OUTREACH - A QUICK SNAPSHOT

30,000+

FOLLOWERS IN TOTAL



21,000+ TWITTER FOLLOWERS
9,500+ LINKEDIN FOLLOWERS
1,000+ FACEBOOK FOLLOWERS
1,000 + INSTAGRAM FOLLOWERS



PRICING



HEADLINE SPONSORSHIP

Member: £1500. Non-Member: £1,750

ADVERTISING BANNER 1

Member: £400. Non-Member: £650

***Prices are VAT EXCLUSIVE**

ADVERTISING BANNER 2

Member: £300. Non-Member: £550

MEMBER NEWS/EVENTS SPONSORSHIP

Member: £500. Non-Member: £750

ADVERTISING BANNER 3

Member: £300. Non-Member: £550

TECHNICAL SPECS

LAST YEAR, 74% OF SMBs SUFFERED A SECURITY BREACH. COULD YOU BE NEXT?

Try F-Secure's best-in-class endpoint protection for free!

FIND OUT MORE!



BANNER ADVERTS: 675px x 150px



LOGO ADVERTS: 230px x 230px

Artwork to be supplied in JPG/PNG format.

Every advertising package includes an image advert linking back to your website/webpage and an analytics report so you can track and measure the impact of your advert.



ENQUIRIES

If you'd like any more information on how GM Chamber can help your business get in front, please get in touch with the team.



0161 393 4321



marketing@gmchamber.co.uk

PAST CLIENTS



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