



## FACEBOOK AND INSTAGRAM SPONSORED ADVERTISING

For the costs listed, the Member receives a Facebook/Instagram sponsored ad every day for 2 weeks. This **cost-effective** advertising option reaches consumers where they spend much of their time—ON SOCIAL MEDIA.

### Benefits and Features:

- Ads would run starting the 1st and 3rd weeks of each month for two weeks.
- Member can decide which two week period fits their schedule that month
- Shared platform limited to four advertisers per carousel ad; Exclusive platform contains only one advertiser
- Exclusive platform allows for flexibility on start dates
- Ads are randomly placed (shuffled) on carousel ad to allow equal placement each day
- Design services included
- Ad would run in demographic and geographic social media platforms applicable to buyers in the Fox Valley region

\$100- 2 week “carousel”  
Facebook and  
Instagram Ad- Shared  
platform

\$250- 2 week “carousel”  
Facebook and  
Instagram Ad-Exclusive  
platform

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For information, please email [njensen@genevachamber.com](mailto:njensen@genevachamber.com)





## **BLOG/PODCAST WITH ADDITIONAL LinkedIn MARKETING USING A LIVE INTERVIEW FORMAT**

For the costs listed, the Member receives a personalized, professionally produced interview to be used across multiple media channels.

### Benefits and Features:

- Interview becomes a long-lasting marketing tool that the Member can use for their own marketing purposes for years to come
- Interview is placed on a Chamber Podcast channel, shared as a blog post on various sites, and shared on LinkedIn
- Enhanced branding features include images, links, quotes and additional design elements
- Consumers are able to get relevant details of a Member's business for a better buying experience
- Interviews are one of the fastest growing marketing options for the business owner
- LinkedIn is a popular social media networking platform with staying power

**\$800 - One interview includes basic blog, podcast & LinkedIn**

**\$1100 - One interview (with enhanced branding): includes UPGRADED blog, podcast & LinkedIn**

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**\$100 & \$175**

*Shared platform*

Delivery with 2 or 4  
week ad option

**\$250 & \$350**

*Exclusive platform*

Delivery with 2 or 4  
week ad option

## IMAGE MOBILE PHONE MARKETING

TEXT **GENEVA** TO 223344

For the costs listed, the Member receives a full color image or video ad delivered using geolocation to subscribers who have opted in to receive text marketing. This **cost-effective** marketing program targets the customer where they spend the majority of their time---  
ON THEIR PHONE.

### Benefits and Features:

- Text marketing can be a full color image ad or video
- Marketing message runs for either the first two weeks of the month or the entire month
- Marketing message can be customized to include offers, promote products or services, menus, contests, or announcements
- Shared platform limited to six ads per delivery; Exclusive platform only one ad per delivery
- Exclusive platform allows for start date flexibility
- User-friendly platforms with quick connect buttons that links consumers to your phone and website
- "Share" button feature which allows subscriber to share the ad by phone and social media, allowing greater ad exposure
- Connect with over 2500 Geneva Chamber subscribers-growing daily as new subscribers are added
- 91% readership rate
- All design services included
- Building the Geneva area commerce together with mobile phone technology

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**\$350 for 9 (30-second)  
commercials to air  
throughout a given  
Saturday & Sunday**

## **RADIO ADVERTISING OPPORTUNITY**

For the cost listed, the Member receives 9 (30-second) commercial spots airing on 95.9 *The River—A Classic Rock Station*. The spots would run one full **weekend** of the Member's choosing. This exclusive opportunity reaches consumers in the WESTERN SUBURBS when they are out and about spending money in the community.

### Benefits and Features:

- Over **330,000** weekly listeners throughout the western suburbs
- Listeners tend to be both male and female
- Listeners to the station hear about local news, weather, traffic and events including those put on by The Geneva Chamber.
- Listeners tend to be those whose income levels give them discretionary income to go out to eat, shop or spend money on their homes
- 95.9 The River can deliver your message and invite consumers “in your backyard” to do business with you
- Supply your own ad copy or let 95.9 The River help you create the ad spot
- 95.9 The River has continued to be a trusted partner of the Geneva Chamber hosting live broadcasts and special events for many years

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