



your partner for

[advertising]

success

2015-2016 Salem Area Chamber of Commerce



**MEDIA KIT**

# YOUR MESSAGE IN FRONT OF THE RIGHT PEOPLE

With over 1,200 business members representing more than 2,700 business people and decision-makers, the Salem Area Chamber of Commerce connects you to the right people.

## IN THE RIGHT PLACE

According to a national study conducted by The Schapiro Group, being active in the local chamber of commerce is an effective business strategy. It communicates to consumers that a company uses good business practices, is reputable, cares about its customers, and is involved in its community. Advertising with the Salem Chamber is one way to tie your brand to the Chamber and increase the positive perception among consumers and business owners.

*Advertising is a benefit of membership. Members must be in good standing in order to take advantage of this benefit.*

July/August 2015

## Salem Chamber creates partnership with Latino Business Alliance

In an effort to strengthen the business community, the Salem Area Chamber of Commerce has partnered with the Latino Business Alliance (LBA) to offer programs that will better connect segments of the Salem community.

Latino-owned businesses are the fastest growing sector of the U.S. economy, creating jobs and economic growth across the country. According to the 2007 U.S. Census, Latinos account for nearly 14 percent of the population growth in Oregon alone. By 2012, Latinos represented over \$4.5 billion in purchasing power for the state, and \$80 million in the Salem Metropolitan Statistical Area (MSA).

"As business owners, we want to serve all members of our community," said Maria Palacios, owner of Chicos Flores and Salem Chamber Board member. "This diversity is calling us to shift paradigms and to embrace our diversity to ensure a stable economic future for our communities."

With the continued growth of the Latino community, it's important that these businesses have the resources that allow them to be successful. The partnership between LBA and the Salem Chamber will allow for more educational opportunities and mentoring between Latinos and non-Latinos, leading to a stronger, more unified, business community.

"It's about proper outreach, but also proper engagement," said Jose Gonzalez, president of LBA and owner of Ta Casa Real Estate, who has seen first-hand the challenges presented by language barriers and cultural differences. For example, in Spanish, there is no word for "networking"; sales, in Latin American countries, Chambers of Commerce are only for the elite, and other organizations are not well-liked. Education on both sides will go a long way in breaking down barriers, which will allow for greater business growth.

Maria Arceola with Advanced Economic Solutions Inc., who also serves as a Salem Chamber Board member, said the partnership will encourage entrepreneurship by providing opportunities to connect and build new relationships between businesses, helping them step outside their comfort zone and grow their business



Business leaders connect with others networking at last year's High Impact event. Photo courtesy of Latino Business Alliance

at a different level.

"It's about economic development," he said, "and that benefits everyone." Gonzalez agrees: "The more Latinos grow their ideas and employees, it really does benefit the whole community."

Partnerships like this are unique. Arceola said that in many communities, cultural groups are segregated and don't work together. This is a way not only to provide leadership in the Salem community, but to set an example as well.

"We can be a role model for other cities for collaboration," said Arceola. "We are one Salem community."

For details on the Salem Chamber's partnership with LBA, go to [salemchamber.org/la](http://salemchamber.org/la)

### by the numbers

WORKFORCE DEVELOPMENT 2013-14

507 guest speakers

438 mock interviews

1,603 business interactions resulting in 40,924 student experiences

Volunteers provided 4,386 hours of service

## Workforce development effort sees record impact



Students role-play a mock interview through Service

Business leaders throughout the community are giving their time and expertise to help prepare students for the world outside of the classroom, and students in the Salem-Kearney area are reaping the benefits.

During the 2013-14 school year, volunteers provided over 4,300 hours of service, allowing nearly 41,000 experiences with students. These experiences were driven by volunteer efforts from the business community, including guest speakers, mock interviews, job site tours, and mentoring. Their efforts in helping students connect what they are learning in the classroom with what lies ahead in the workforce.

"We continue to hear from the business community that they have jobs, but lack qualified applicants to fill them," said Kathy Moore, interim CEO of the Salem Chamber. "By sharing their knowledge, businesses can have a direct impact on our future workforce."

Ready to Learn Ready to Work is a partnership with Salem and Kearney Chambers of Commerce, the Salem-Kearney School District, and E3 Employers for Education Excellence. To get involved, contact Grace Gaskins, [grace@salemchamber.org](mailto:grace@salemchamber.org)

PRINT

# Business Voice

*Business Voice is the Salem Area Chamber of Commerce's official bimonthly publication.*

Publishes: January, March, May, July, September, and November Qty: 3,000

**Deadline: 15th of the month prior to publication**

**Inserts - \$225**  
 dimensions: 8.5w x 11h  
 quantity: 2,800

## Advertising rates

--- Half page ad -  
 back cover only: \$1,500  
 dimensions: 10w x 8h

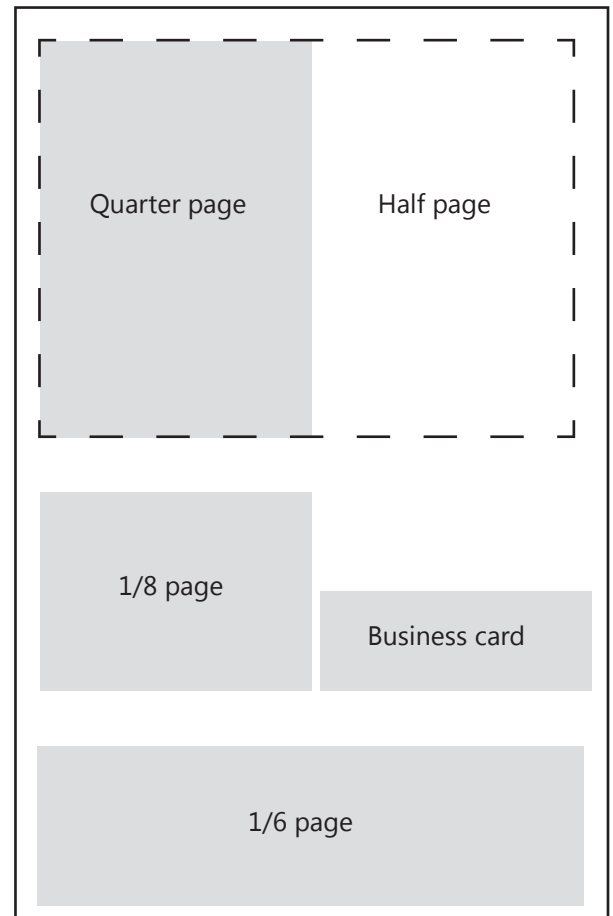
Quarter page ad -  
 back cover: \$750  
 inside: \$500  
 dimensions: 5w x 8h

One-sixth page ad - \$400  
 dimensions: 10w x 2.5h

One-eighth page ad - \$300  
 dimensions: 5w x 4h

Business card ad - \$200  
 dimensions: 5w x 2h

**Discounts:** 3 runs - 5%; 6 runs - 10%  
 all dimensions in inches; all ads are full color



# DIGITAL

## SalemChamber.org

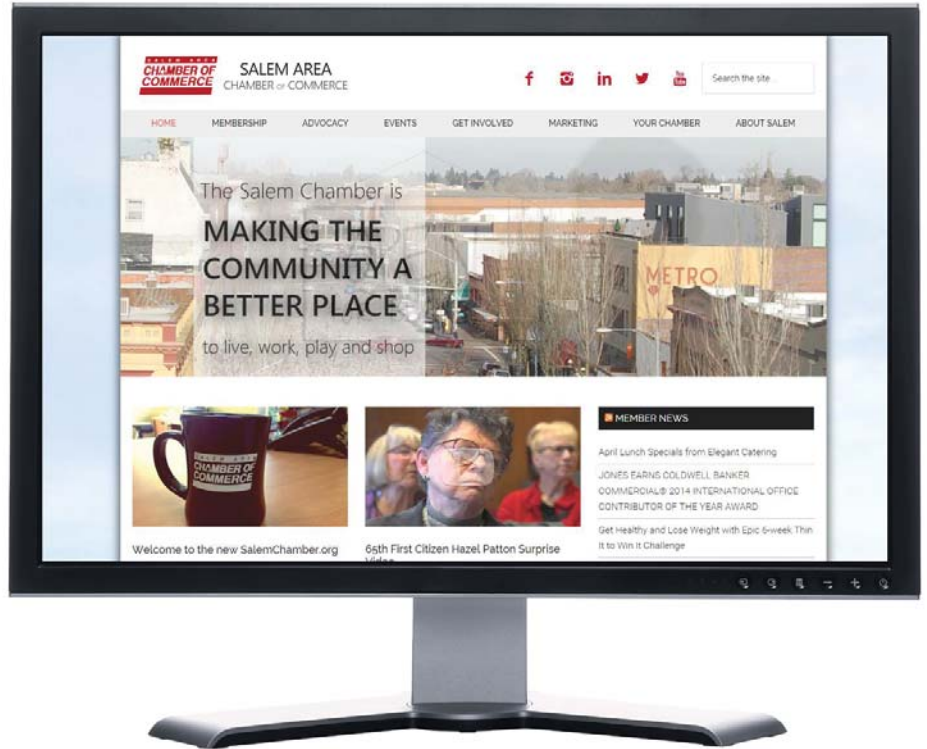
*SalemChamber.org is the go-to source for Chamber news, events, and information.*

### Advertising rates

Leaderboard - \$300/month  
dimensions: 650w x 90h

Right side ad - \$200/month  
dimensions: 300w x 250h

*dimensions in pixels*

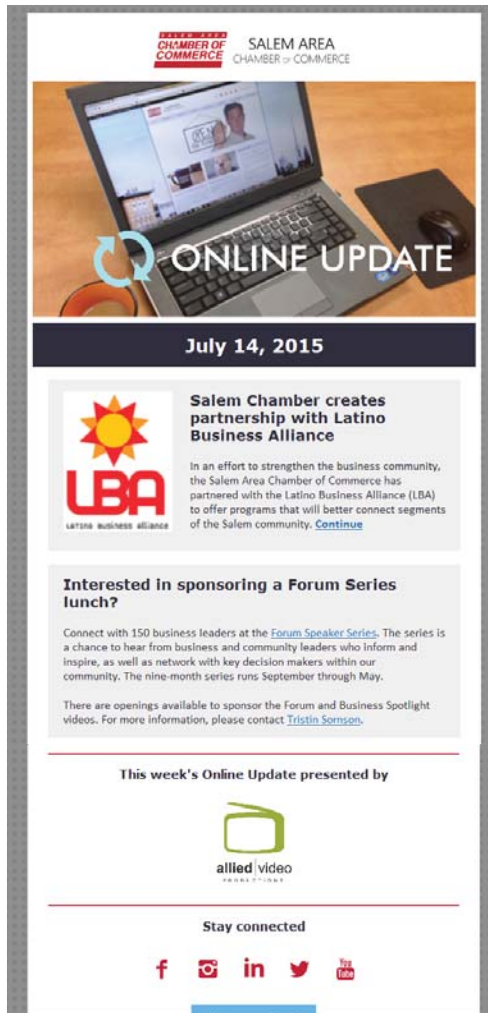


### Mobile App

*Available to anyone with a smart-phone, this app gives consumers access to the Chamber's member database, calendar of events and news.*

**Cost: \$750/year** \*limit five sponsorships  
dimensions: 300w x 50h, 150 dip JPG or PGN  
*dimensions in pixels*





## Online Update

*The Online Update is the weekly report of what the Chamber is doing for you. The Online Update is sent out to all member representatives, and consistently sees an average open rate of 27%.*

Publishes: Tuesday afternoon  
dimensions: 150w x 150h, pixels

**Cost: \$100/week**

## Digital Screen in Chamber Lobby

**Fred Meyer**<sup>®</sup>  
What's on your list today?®

3740 Market St NE  
Salem, OR 97301

2855 Broadway NE  
Salem, OR 97303

*With meetings and walk-in traffic, this is a great way to get in front of the people who come into the Chamber office every day.*

**Cost: \$150/month**

# Salem Area Chamber of Commerce Advertising Contract & Insertion Order

## Advertiser Information

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### PRINT

#### Business Voice

- Half page ad back cover only - \$1,500
- Quarter page back cover - \$750
- Quarter page inside - \$500
- One-sixth page - \$400
- One-eighth page - \$300
- Business card - \$200

TOTAL:

Insert - \$225

Please indicate which months the advertising will run:

January     March     May

July     September     November

Discount: 3 runs - 5%      
6 runs - 10%   

### DIGITAL

#### Website

- Leaderboard - \$300
- Right side - \$200

TOTAL:

Number of months \_\_\_\_\_ Beginning \_\_\_\_\_

#### Mobile App

- Sponsor - \$750

TOTAL:

#### Online Update

- Sponsor - \$100

Dates \_\_\_\_\_

TOTAL:

#### Digital Screen

- Sponsor - \$150

Months \_\_\_\_\_

TOTAL:

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_