



GREATER RIVERSIDE CHAMBERS OF COMMERCE >>>>

2022 MEDIA KIT

Partnering with the Chamber is an investment into the visibility and branding of your business. Your business is bound to get noticed with a niche audience comprised of small businesses, large corporations, local elected officials, and community leaders. Options range from digital to print in a variety of price points to meet any need.

HOW FAR ARE YOUR ADVERTISING DOLLARS GOING?



5.6K FOLLOWERS



3.1K EMAIL CONTACTS



6.1K FOLLOWERS



2.1K READERS



SMALL BUSINESSES



ELECTED OFFICIALS



LARGE CORPORATIONS

EMAIL REACH >>

3.1K email contacts

Chamber Communicator: 28% open rate, 8% click rate

All Emails: 26% open rate, 7% click rate

(Industry averages: 23% open rate and 5% click rate)

WEBSITE TRAFFIC >>

Over 3.2 million visitors

1.1 million page views

5.25 pages visited per unique visit

(2020 statistics)

GREATER RIVERSIDE BUSINESS DISTRIBUTION >>

2.1K printed each edition

2K copies direct mailed

Remaining copies are distributed via the Chamber office, meetings, prospective member packets, relocation packets, and other local businesses

Sent via email, posted on social media, and has a dedicated link on the Chamber's website

DIGITAL ADVERTISING

When you are looking to reach a wide and diverse audience, our digital advertising options are a worthwhile investment. With over 3,100 email subscribers and above average open and click rates, our email ads provide valuable and timely opportunities. In addition, the Chamber's website serves as a resource for the community that brings millions of visitors per year.

CHAMBER COMMUNICATOR E-NEWSLETTER

This weekly e-newsletter is one of the Chamber's most-opened emails due to its relevant content directly relating to businesses. The advertising space includes an ad, advertorial content, and landing page in one section and the advertiser's logo at the top of the email above the scroll line. These elements are provided by the advertiser. This email is sent every Monday afternoon, there is one exclusive advertising space for a member per edition, and is posted on social media.

SPECS	RATE/WEEK	RECENT EDITIONS (click date to view)	AD DUE
210w X 161h PX 70 WORD ADVERTORIAL LANDING PAGE LOGO ABOVE SCROLL LINE	\$175	June 7 May 3 April 26	TWO WEEKS BEFORE EACH RUN

WEBSITE BANNER AD

The Chamber's website generates thousands of visitors per month ranging between members and businesses. Increasing visibility for member's products and services can be accomplished by adding your business to the rotating space on the footer of the homepage of the website. The graphic space receives an average of 8,000 clicks annually. The advertiser has the ability to change the graphic artwork from month to month.

SPECS	RATE/MONTH	AD DUE
800w X 81h PX LANDING PAGE	\$200	BY THE 20TH

SUBMITTING ADS

Email all required elements of an advertisement by the due date to Emily Cunard at ecunard@riverside-chamber.com. A signed contract is required to reserve an advertising space in all publications. Contact Emily at 951-683-7100 Ext. 227 for availability and an advertising contract.

GREATER RIVERSIDE BUSINESS

The Chamber's *Greater Riverside Business* newspaper is a monthly printed publication highlighting the top news, opportunities, and community issues impacting businesses. With an active readership of over 2,000 local business leaders, the *Greater Riverside Business* provides a platform for advertisers to enhance their recognition with leaders and businesses driving our regional economy. This publication reaches mailboxes at the beginning of each month, is posted on social media, and is accessible via the Chamber's website.

2021 PRINT RATES

Rates are per placement, with a lower rate if you book for a quarter of the year or more.



PLACEMENT	DIMENSIONS (WxH)	1 X RATE	3 X RATE	6 X RATE	12 X RATE
Full Page	10.5" x 15.125"	\$1,150	\$1,075	\$1,025	\$920
1/2 Page	10.5" X 7.5"	\$650	\$615	\$575	\$525
1/4 Page (vertical)	5.125" X 7.5"	\$390	\$375	\$340	\$310
1/4 Page (horizontal)	10.5" X 3.625"	\$390	\$375	\$340	\$310
1/8 page	5.125" X 3.625"	\$250	\$230	\$210	\$190
Inserts (you print)	8.5" X 11"	\$375	\$340	\$300	\$275
Back Page	10.5" X 15.125"	\$1,485	\$1,395	\$1,345	\$1,210

DEADLINES & SUBMITTING ADS

All ads are due to the Chamber's Communications Manager by the 10th of the month and can be sent to ecunard@riverside-chamber.com. All inserts are due to be delivered to the Chamber office (3985 University Ave. Riverside) by the 19th of the month. For example, an ad to be printed in the June edition will have a due date of May 10. If the ad size is over 7 MB, please send via an electronic transfer service. A signed contract is required to reserve an advertising space. Contact Emily at 951-683-7100 Ext. 227 for availability. *The deadline schedule is subject to change as needed.*

ADDITIONAL INFORMATION

MEMBER NEWS/UPDATES/BRIEFS

The Chamber loves to share the good news happening in the companies throughout Riverside. We encourage members to add ecunard@riverside-chamber.com to their news distribution list to help keep us informed! There are two places we share member news, the “Business Brief” section of the *Greater Riverside Business* newspaper, and the “Member Updates” section of the *Chamber Communicator* e-newsletter.

WHAT WE DO PUBLISH

We love to publish engaging content that is clear and direct. Press releases including new hires, awards, success stories, highlights of local professionals etc. are encouraged. We prefer submissions that clearly connect to the local business community and the Chamber’s mission. *Press releases are not published in their entirety. The Chamber reserves the right to publish and edit at our discretion to meet Chamber brand and content guidelines. Releases are published at the sole discretion of the Chamber and placement is not guaranteed.*

WHAT WE DON'T PUBLISH

We do not publish promotional content, including information on new products, services, or sales.

AD EXAMPLES

CHAMBER COMMUNICATOR

Sponsored by:  Braille Institute



See what's possible.
b• 1800-BRAILLE
(272-4553)

Maximize Your Vision
Braille Institute Riverside is offering free, remote services and classes to those with low or no vision. We are here to help you or your loved one continue to live independently. Our specialists provide free one-on-one consultations in areas of technology, orientation and mobility, and low vision. Find out more information by visiting our website, braillinstitute.org/riverside or give us a call at 1800-BRAILLE (272-4553).

Sponsored by:  Bourns Employees Federal Credit Union



SBA PPP
BFEFCU
Forgivable Loan!
NCUA

Bourns EFCU is Offering Small Business SBA PPP Loans
New extension deadline is open until May 31, 2021. First and second draw loans available. 1.00% interest rate, no lender fees, 5 year term. THIS LOAN CAN BE FULLY FORGIVEN, IF USED FOR SPECIFIC EXPENSES! Small businesses and 1099 independent contractors located in Riverside and San Bernardino counties are encouraged to apply by [clicking here](#).

WEBSITE



CBU/Online live YOUR PURPOSE Learn More

GREATER RIVERSIDE BUSINESS



Certified Public Accountants
TRS TEAMAN, RAMIREZ & SMITH, INC.
CERTIFIED PUBLIC ACCOUNTANTS

Specialty Services:

- Tax Preparation
- Tax Planning
- Bookkeeping
- Consulting
- Payroll
- Political Campaign Reporting
- Audits
- Fraud Detection
- Fraud Prevention

We provide expert solutions in a professional and cost-effective manner for:
Businesses • Individuals • Non-Profit Organizations
Corporations • Governments • Partnerships
Political Candidates

Teaman, Ramirez & Smith, Inc.
4201 Brockton Avenue Riverside, CA 92501
(corner of Brockton Ave. & 12th St.)
(951) 274-9500
www.TRSCPA.com



STANCE COMMERCIAL REAL ESTATE
THE FAMILY-OWNED COMMERCIAL REAL ESTATE BROKERAGE PRESERVING RIVERSIDE'S HISTORY AND ADVANCING ITS FUTURE

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STANCECOMMERCIALREALSTATE.COM
909-775-1212
STANCECOMMERCIALREALSTATE.COM

Let us check out your equipment

MAGNOLIA HEATING AND COOLING
2@BTAIR.COM

951-274-2GETAIR

\$95.00 SYSTEM CHECK
FREE SYSTEM UPGRADE EVALUATION
10% OFF PLUMBING ENERGY SAVING MAINTENANCE REPAIR LIMITED TIME OFFER
FREE SERVICE CALL WITH REPAIR