

ADVERTISING OPTIONS

AUDIENCE

We have built an engaged audience of business professionals in the Waikato. The Chamber network includes over 650 organisations in the Waikato with thousands of employees.

Talk to us about a tailored campaign to help promote your organisation's products or services, news, events or other updates to our network, or choose one of our standard options:

EXCLUSIVE EDM

Send your own exclusive email to our advertising database. The content is at your discretion, and we can design the layout for you if needed. Exclusive EDMs are sent on Tuesday and Thursday.

- Member price: \$399 + GST
- Non-member price: \$549 + GST

FORTNIGHTLY NEWSLETTER

Include your ad in our fortnightly newsletter that goes to our full database. Your ad will be placed in a prominent position, and will be the only paid advertisement in the newsletter. The content is at your discretion, and we can design the layout for you if needed. These are sent on Monday morning.

- Member price: \$149 + GST
- Non-member price: \$199 + GST

BANNER AD

Your ad will be placed on the Member Directory and Events Calendar pages, the most visited pages on our website. The minimum booking period is one month.

- Member price: \$155+ GST
- Non-member price: \$295 + GST

Discounts for multiple bookings available. Talk to [Danielle](#) to find out more.



Gallagher Chiefs Corporate
Hosting



11 APRIL 2023

Good afternoon,

We hope you enjoyed your Easter break it's hard to believe we're in April already, but that means entries to the Waikato Business Awards open this month! Start preparing to enter your own organisation, or nominate someone else starting from 24 April. You can find out more [here](#).

In the events space, we have BAAs, Inspires and Lunch & Learns coming up in the next month, so check out our [calendar](#) and the highlights below.

You can also catch up on any events you might have missed on our new [video platform](#). And our [blog](#) also features recaps from previous events, as well as commentary, interviews and other resources.

For our export members or those looking to export, check out these Digital Boost [resources](#) which can help you take your brand overseas.

Have a great week ahead,
The Chamber team



AUDIENCE PROFILE

80%

1-20 EMPLOYEES

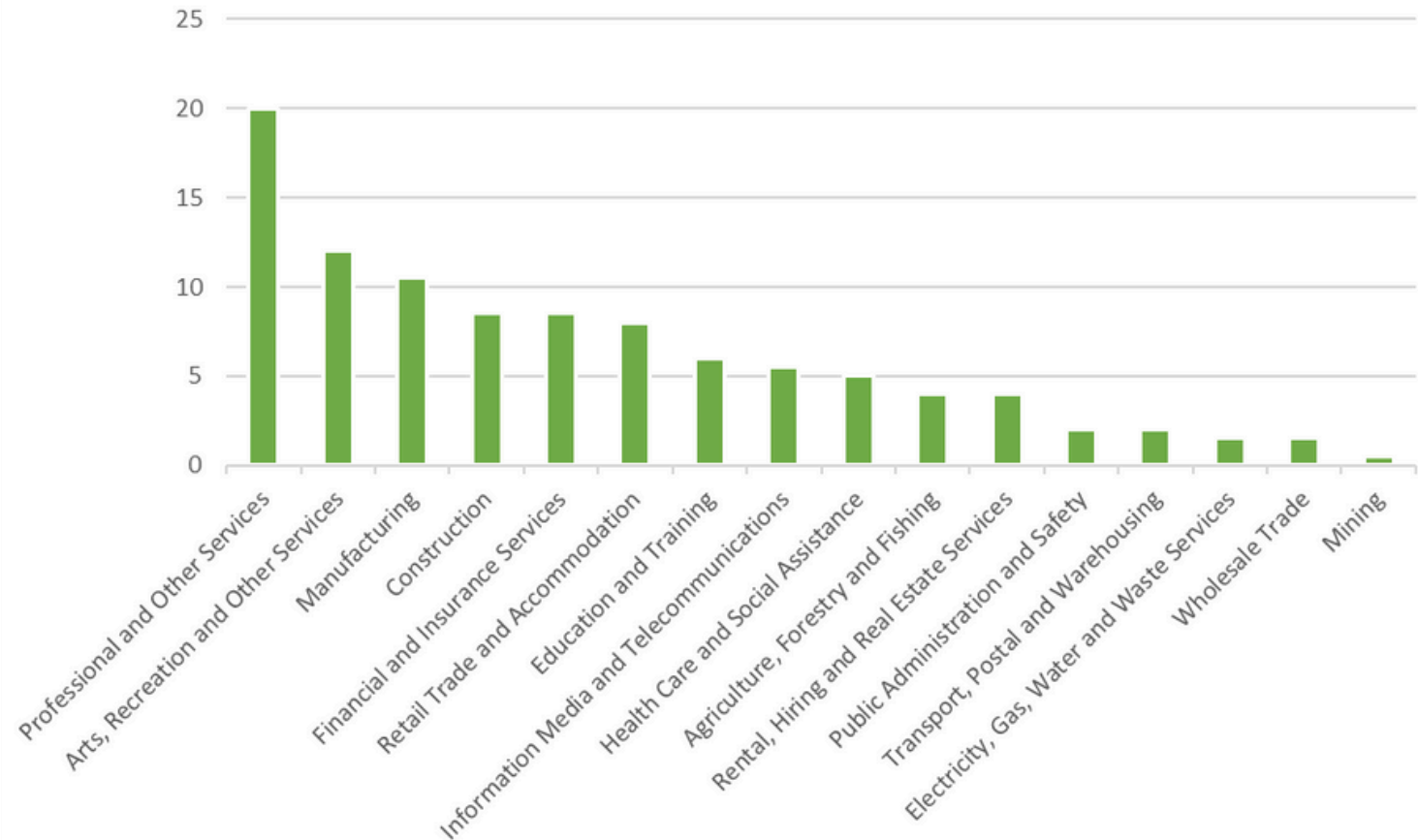
8%

21-40 EMPLOYEES

12%

41+ EMPLOYEES

SECTORS



PREVIOUS ADVERTISERS

These organisations have successfully advertised with us to promote their offerings:

H3, Chiefs Rugby, Gates Optometrists, Panama, JetPark, Everest, MSD, iCLAW, ACTA, Te Wānanga o Aotearoa, Dale Carnegie, The Sculpture Park, Ibis, Sentinel Homes, Heathcotes, Raglan Boat Charters and many more.

ENGAGEMENT & REACH

REACH

FORTNIGHTLY
NEWSLETTER

5,000+

SUBSCRIBERS

EXCLUSIVE EDM

4,000+

SUBSCRIBERS

BANNER AD

5,000

VISITORS PER
MONTH

ENGAGEMENT

FORTNIGHTLY
NEWSLETTER

39%

OPEN RATE
(2024 AVERAGE)

EXCLUSIVE EDM

38%

OPEN RATE
(2024 AVERAGE)

NOT A MEMBER YET?

Contact [Rob](#) to find out more about membership and benefit from the membership opportunities and discounted advertising rates!

TESTIMONIALS

"At Roar, we consistently use the Chamber EDM service to market our workshops. Without fail, it gets more eyes on our events, and we ALWAYS get registrations from this channel of marketing."

*Andrew Miller,
Senior Coach, Roar Coaching*

"At Raglan Boat Charters we regularly use the Chambers EDM to engage with our loyal Waikato customers. The EDM is an important success factor in our targeted marketing campaigns over the past 4 years. The Chamber team are a pleasure to work with and their behind the scenes support is much appreciated."

*Andrew Stump,
Owner, Raglan Boat Charters*

"We received 70 event registrations from a single Waikato Chamber EDM. This provided the best results and best value compared to all of our other promotional efforts for our business events."

*David Remmerswaal,
Director, Dimple Digital*

CONTENT REQUIRED + T&C'S

EXCLUSIVE EDM

- Provide either the link to a Mailchimp template, or
- The content (including hyperlinks) in a Word document laid out how you would like the EDM to look, and any images / graphics (jpg, jpeg or png file accepted) attached to the email. If you wish to include a video, provide a YouTube or Vimeo link.
- Wording for the 'Subject' line of the email.
- Mailchimp's email templates are 600 pixels wide, so it's best to use images with a maximum width of 800 – 1200 pixels. Mailchimp will resize images to 600 pixels. There is no limit to the length of an image, but keep readability in email browsers in mind.

FORTNIGHTLY NEWSLETTER

- Provide a JPG, JPEG, PNG or PDF file of the completed advertisement.
- The content (including hyperlinks) in a Word document laid out how you would like the ad to look, and any images / graphics (jpg, jpeg or png file accepted) attached to the email. If you wish to include a video, provide a YouTube or Vimeo link.
- See above for details on the width of the completed advertisement. We recommend a maximum length of 400 pixels for any images for better readability. Any text or pictures provided may be shortened to fit within the standard ad size.

BANNER AD

- A 480 x 60 pixels file.
- JPG, JPEG or PNG files accepted. GIFs are also accepted.
- The website URL to direct the banner to.
- Please note each banner display lasts for 4.5 seconds. Please ensure your GIF is timed to fit within this duration.

TERMS AND CONDITIONS

By signing above, you ('the Client') agree to the following terms and conditions.

- The Waikato Chamber of Commerce (hereinafter referred to as 'the Chamber') reserves the right to refuse advertising to any organisation.
2. Advertising dates are subject to availability, and the Chamber reserves the right to change the scheduled date of the advertising at its discretion.
 3. Bookings must be confirmed no later than two weeks prior to the advertising date.
 4. Content for the advertisement must be received no later than one week before the advertising date. The Chamber reserves the right to postpone the advertisement date should this deadline not be met.
 5. If the Client requires the Chamber to design the Exclusive EDM or Newsletter Ad, content must be received in full no later than one week before the advertising date, and no more than three rounds of changes are permitted (with a test email sent each round).
 6. Postponement or cancellation of advertising must be received no later than one week before the advertising date. Should notification of postponement or cancellation be received by the Chamber less than one week before the advertising date, the Chamber reserves the right to charge the Client in full for the service.
 7. Exclusive EDMs will be sent via Mailchimp and only to the specified database.
 8. The Chamber bears no responsibility for the results or outcome of the advertising.