



# EXPLORE ROUND TOP

## Advertising Opportunities

“Off 237” is a monthly eNewsletter put out by the Round Top Area Chamber of Commerce. It highlights attractions, events, recent news and other topics that educate, inform and entice people to visit Round Top. Promotional eBlasts advertising individual Round Top businesses are available for monthly distribution, as well as social media promotions on the @explorroundtop Facebook and Instagram accounts. Advertising opportunities are reserved solely for chamber members.

### ADVERTISING RATES

Please note that payment is due upfront, and placement of the ad is not guaranteed and is subject to change based on content or availability.

#### Boombox Ad (3.625” x 2”)

1x: \$275  
6x: \$225  
12x: \$200

#### Inline Horizontal Ad (7.5” X 1”)

1x: \$250  
6x: \$200  
12x: \$175

#### Promotional eBlast

\$250

#### Social Media Post – Facebook and Instagram

\$250

#### Advertising Package

Boombox Ad, Promotional eBlast and Social Media Post: \$475

### DESIGN SERVICE

For an additional \$50, the Chamber’s marketing team will design your eNewsletter ad based on your specifications. You must provide ad copy, your web address and any graphics you would like to incorporate.

### SUBMISSION INFO & DEADLINES

The “Off 237” eNewsletter distributes at the beginning of the month. Closing for advertising insertion is the first of the month prior to distribution. Final ads are due by the 15<sup>th</sup>.

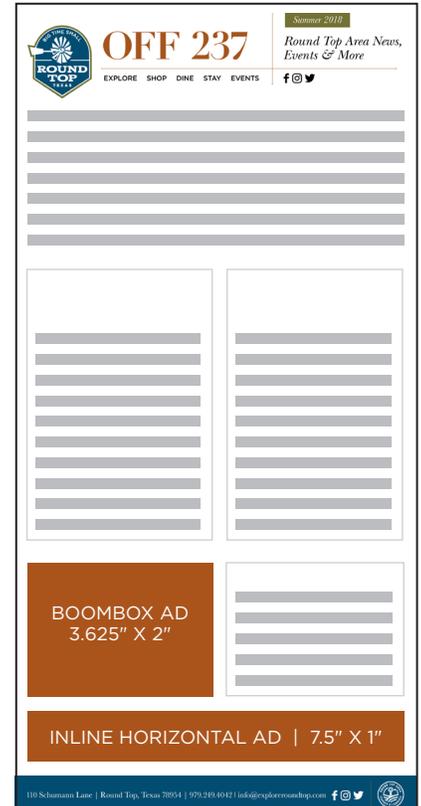
**Promotional eBlasts and Social Media Ads** can be distributed/posted on any select dates, except for those that interfere with the Chamber’s email or social media schedule. Content, including post or email content, images, artwork or logos must be submitted two weeks prior to distribution/posting. Each advertiser will be afforded two rounds of revisions for the promotional eBlast or social media post.

### HOW TO SUBMIT

Email ad artwork, email information, images and/or logos to roundtop@designatwork.com. Upon submission, please indicate the URL(s) to which we should link your ad, email or social media post.

### FORMATS ACCEPTED

We accept camera-ready ads electronically in TIFF, PDF or JPG format, at 300 DPI. No Flash files, please.



### ADVERTISING CONTACT

#### Kelli Sanford

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