

Chapter Five

Advertising in Greater Wilmington Chamber Publications

Advertising: Business Promotion Opportunities

The Chamber's newsletters, brochures and directories are ideal vehicles for promoting the products and services of member firms. Many members value being identified with the Chamber and view their sponsor support as a win-win opportunity for their company and for the Chamber.

For the sponsor, Greater Wilmington Chamber publications are a cost-effective way to focus their marketing dollars.

For the Chamber, sponsorships are an important source of non-dues income.

Volunteers in the Sustainable Resource Development campaign get credit for selling the publication sponsorship opportunities listed in this manual. All that is required is the company's check and a signed contract!

NOTE: Sponsorships and advertising sold in previous campaigns have "first right of refusal" until April 30th. After that date, the sponsorship is available on a first come basis.

What's Available?

ROI: Return on Investment

Greater Wilmington's Best Resource Guide

Greater Wilmington's Business Directory

Weekly Friday Fax

Website

Sales brochure

Insert Mailer Program