WE EXIST TO IMPROVE OUR REGION’S QUALITY OF LIFE.

We’re a catalyst for dynamic job creation, policy change and economic growth that enhances the quality of life in our region: Cumberland, Dauphin and Perry counties. Together with our members, we’ve accomplished some pretty amazing things over the last 135 years.
Welcome to Harrisburg.

We define ourselves with BOLD LEADERSHIP. We’re a knowledgeable organization guiding the regional business community. Our tribe is our VISIONARY MEMBERS. We energize and engage our boards and members, transforming that energy into action that positively affects the region. Our consistent POWERFUL RESULTS shape the communities we call home. We deliver impactful and quantifiable economic development initiatives, lead legislative advocacy and expand our membership through events, volunteer initiatives and strategic connections.

Our Rich History

The Harrisburg Regional Chamber was founded in 1884 as the Harrisburg Board of Trade. In 1914, the organization was incorporated as a Chamber of Commerce. Though the name has changed, our mission has remained constant.

Serving Dauphin, Cumberland, Perry counties and beyond, the Harrisburg Regional Chamber has 1,000 members ranging from sole proprietors to Fortune 500 companies. We’re led by two boards, and we employ 15 staff members.

The Harrisburg Regional Chamber and CREDC has a long history of success. From 2001 to 2013, we secured $152 million in economic development assistance, and helped invest $355 million in private funding for different projects. These projects had a total economic impact of $488 million, creating and retaining 14,000 jobs in our region.

The Harrisburg Regional Chamber combines a unique blend of business, community and economic development services to improve the region’s economic vitality and quality of life. We believe in an obligation to the region that is larger than our organization and the members we serve. The Chamber and CREDC works with site selectors, small businesses, and local, state and federal government to focus on a better collective future in the region.

Accreditation

Since 2007, the Chamber and CREDC has consistently earned a Five-Star Accreditation from the U.S. Chamber of Commerce, a certification held by less than 2 percent of all chambers of commerce. Our organization is the only Chamber of Commerce in Cumberland, Dauphin and Perry counties to receive this certification.

The Harrisburg Regional Chamber & CREDC is the largest Chamber of Commerce in Central PA.
ABOUT OUR MEMBERS

GEOGRAPHY
80% of our members are based in Cumberland, Dauphin & Perry counties.

TOTAL MEMBERSHIP
1,000 member organizations ranging from sole proprietors to Fortune 500 companies

OUR AUDIENCE BY EXPERIENCE
34% Executive
32% Management
34% Other

MEMBERSHIP BY TIME
Our members are serious about our mission; they stick with us.

<table>
<thead>
<tr>
<th>Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 years</td>
<td>13%</td>
</tr>
<tr>
<td>3-9 years</td>
<td>30%</td>
</tr>
<tr>
<td>10-19 years</td>
<td>25%</td>
</tr>
<tr>
<td>20+ years</td>
<td>31%</td>
</tr>
</tbody>
</table>

*The average length of membership is 15 years.

DIGITAL STATS

15,000 Monthly website visits

9,500 Active email contacts

2.3 Average page views per session

SOCIAL ENGAGEMENT

1,600+ likes Daily Posts
1,030+ followers Daily Posts
1,080+ followers Weekly Posts
2,600+ followers Daily Posts
ABOUT OUR REGION

BRAGGING RIGHTS

Harrisburg named one of the top 10 best cities for new grads to live, work and play (realtor.com, 2019)

Harrisburg is ranked as the 6th best city in America for young adults to get rich (MoneyUnder30, 2019)

Harrisburg ranked 9th best city for young home buyers (Clever, 2019)

Harrisburg considered one of the best cities for Millennials (Storage Space, 2018)

Harrisburg is proud to be among the top ten cities for first-time homebuyers (realtor.com, 2016)

Harrisburg is ranked as the 3rd Pennsylvania city on 2015’s Best Places for Business and Careers (Forbes, 2015)

Harrisburg, PA is ranked Best Place to Live in Pennsylvania, 44th in the Best Places to Live (U.S. News & World Report, 2019)

Harrisburg Metro was named one of the top 50 Best Metro Area for STEM Professionals (WalletHub, 2019)

Harrisburg ranks 14th Best City in the US for people under the age of 35 (Growella, 2017)

TOP INDUSTRIES

Public Administration
Finance, Insurance, Real Estate, Rental, Leasing
Retail
Transportation, Warehousing, Utilities
Manufacturing
Arts/Entertainment, Accommodation, Food Service
Education, Health Care, Social Assistance
Professional, Scientific, Management & Admin
Construction
EMAIL BANNER ADS

The Harrisburg Regional Chamber & CREDC offers email banner advertising options for members in all of our various email blasts. Banner advertisements are affordable and include a direct click-through to a web address of your choice.

EMAIL OPTIONS

_Around the Corner_
Around the Corner is a weekly email blast that highlights upcoming Chamber & CREDC events, meetings & roundtables. This email blast reaches over 5,000 business professionals in the region.
*Header: $300 | Footer: $250*

_Members in the News_
Stay informed and connected with the Chamber & CREDC and your regional community with the Members in the News email blast. MITN emails are sent every other Monday and reach over 4,500 members.
*Header: $300 | Footer: $250*

_Political Press_
Political Press is a quarterly newsletter that includes updates from the Hill - both in Harrisburg and Washington, D.C. - as well as a legislation tracker, recaps of recent government relations events, and committee news. This email blast reaches over 3,900 members throughout the region.
*Header: $250 | Footer: $200*

_Not-For-Profit & CBW Emails_
If you’re looking to reach very focused audiences, our Not-For-Profit emails or Chamber Business Women emails might be a good match for you. These emails are sent out once or twice a month to smaller lists of targeted professionals.
*Header: $250 | Footer: $200*

CHAMBER REWARDS

Chamber Rewards is an email blast that reaches nearly 4,600 individuals, including the region’s top level decision makers. You create your message and we send it to our membership. The email blast includes an embedded single page flyer with a click-through to a web address of your choice. Whether it is a grand opening, a call to action or an awareness campaign, we can get your message out easily and affordably! *NOTE: CHAMBER REWARDS ARE ONLY SENT ON FRIDAYS.*

PRICING: $300

WEBSITE ADS

The Harrisburg Regional Chamber & CREDC’s website offers banner display ad space on its homepage and interior pages. Chamber & CREDC site visitors will find links to important business resources, access to contact information for over 1,000 member companies, seminar and event registration, plus important information pertaining to business advocacy. *ALL BANNER ADS CLICK-THROUGH TO YOUR CHOSEN URL.*

BANNER OPTIONS

**Top Premium Banner Ad**
- Top placement on the website
- Most viewed ad, placed on all high traffic pages
- Ads will display at random on each page between no more than 4 ads
- Dimensions: 1000 W x 200 H pixels
*Monthly Contract: $250*

**Bottom Banner Ad**
- Beside main content area on all high traffic pages of the website
- Viewer may need to scroll down to view depending on screen resolution
- Ads will display at random on each page between no more than 4 ads
- Dimensions: 800 W x 150 H pixels
*Monthly Contract: $150*
**News Banner Ad**
- Only displays in news articles on the site (Chamber, CREDC, Member)
- Ad placed at the top of all articles
- Ads will display at random on each post between no more than 3 ads
- Dimensions: 500 W x 100 H pixels

**Monthly Contract: $100**

**MARKETING BUNDLES**

Want to plan for a whole marketing campaign? Save more when you choose one of our affordable and effective marketing bundles!

**BUNDLE OPTIONS**

**Gold Bundle**
- 3 Chamber Rewards email blasts
- 3 Header banner ads in ATC or Members in the News email blasts
- 1 Month Contract Headline Banner Ad on our website (1000x200)

**You Pay: $1,500 | Value: $2,050**

**Silver Bundle**
- 2 Chamber Rewards email blasts
- 2 Header banner ads in ATC or Members In The News email blasts
- 1 Month Contract Bottom Banner Ad on our website (800x150)

**You Pay: $1000 | Value: $1,350**

**Bronze Bundle**
- 1 Chamber Rewards email blast
- 1 Footer Ad in Around The Corner email blast
- 1 Footer Ad in Members In The News email blast
- 1 Month Contract Bottom Banner Ad on our website (800x150)

**You Pay: $750 | Value: $950**

**MEMBER SPOTLIGHT VIDEOS**

Member Spotlight videos showcase a member organization and tell their story. Each video is approximately 1-2 minutes in length. These videos are posted on the Chamber & CREDC website, shared on Chamber & CREDC social media, and distributed in Chamber & CREDC email blasts.

Members may purchase the opportunity to be featured in a video once per calendar year on a first-come, first-served basis.

*Video shoots will take approximately 1-1.5 hours at a location of the participants’ choosing. The Chamber & CREDC reserves editorial discretion.*

*Non-profit 503(c)(3) organizations will not be charged. One spot per month will be reserved for these organizations.*

**PRICING: $350**

**RESERVE YOUR ADVERTISING OPPORTUNITY TODAY!**

To take advantage of any of these advertising and marketing opportunities, contact Erin Zakin, Communications Director, at advertise@hbgrc.org to reserve your space.