



**HARRISBURG REGIONAL
CHAMBER & CREDC SM**

BOLD LEADERSHIP. VISIONARY MEMBERS. POWERFUL RESULTS.

2024 Media Kit



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 900 members ranging from sole proprietors to Fortune 500 companies. We're led by two boards, and we employ 14 staff members.

The Harrisburg Regional Chamber and CREDC has a long history of success. From 2001 to 2020, we secured \$184.5 million in economic development assistance, and helped invest \$347 million in private funding for different projects. These projects had a total economic impact of \$577 million, creating and retaining 14,800 jobs. In 2020, for every \$1 invested in the CREDC campaign, CREDC returned \$129 of economic impact to the 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 5 percent of all chambers of commerce. Our organization is the only Chamber of Commerce in Cumberland, Dauphin and Perry counties to receive this certification.

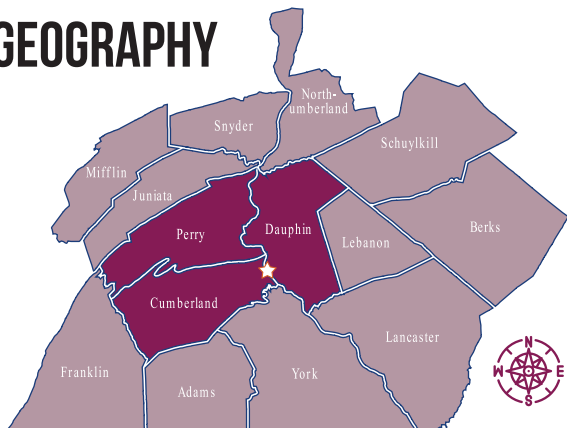
The Harrisburg Regional Chamber & CREDC is the largest Chamber of Commerce in Central PA.



DIGITAL ADVERTISING

About Our Members

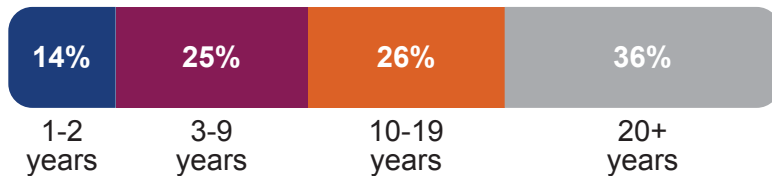
GEOGRAPHY



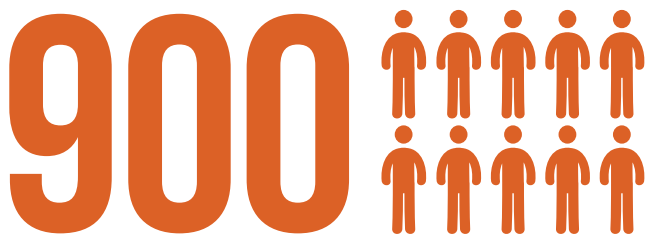
90% of our members are based in Cumberland, Dauphin & Perry counties.

MEMBERSHIP BY TIME

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



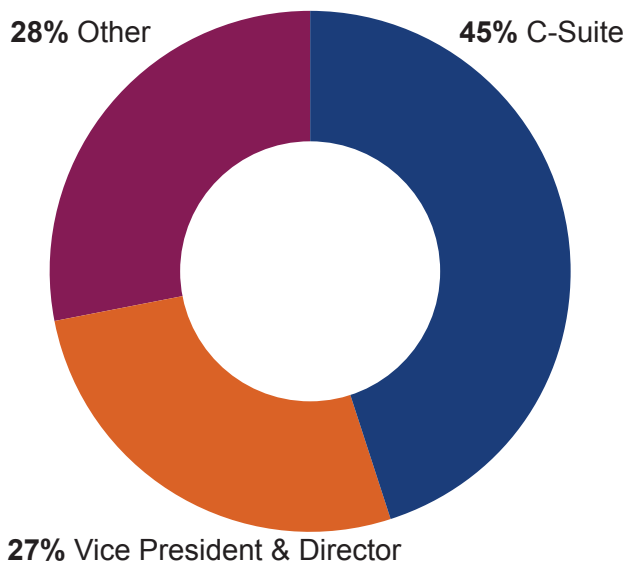
*The average length of membership is 15 years.



TOTAL MEMBERSHIP

900 member organizations, 130,000 employees, ranging from sole proprietors to Fortune 500 companies.

OUR AUDIENCE BY EXPERIENCE



DIGITAL STATS



4,600
Monthly website visits



9,000
Page views per month



6,100
Active email contacts

SOCIAL ENGAGEMENT



3,000+ Followers



3,350+ Followers



1,700+ Followers



2,900+ Followers



ADVERTISING OPTIONS

EMAIL BANNER ADS

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

- Header Ad Size: 600 W x 150 H
- Footer Ad Size: 600 W x 90 H

EMAIL NEWSLETTER OPTIONS

“Around the Corner” and “Members In The News”

“Around the Corner” is a weekly email blast that highlights upcoming Chamber & CREDC events, meetings, & roundtables. Stay informed and connected with the Chamber & CREDC and your regional community with the “Members in the News” bi-weekly email blast. These email newsletters reach over 5,200 business professionals in the region.

One-Time Header: \$325 | Footer: \$275

"CBW+" Emails

If you're looking to reach a focused audience, our Chamber Business Women+ emails might be a good match for you. This monthly email is sent to a list of targeted professionals.

One-Time Header: \$250 | Footer: \$200



EBLASTS

"Chamber Rewards" Eblasts

"Chamber Rewards" is an email blast that reaches over 5,200 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!

***NOTE: CHAMBER REWARDS ARE ONLY SENT ON FRIDAYS AT 9AM AND 12PM.**

PRICING: \$325



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ADVERTISING OPTIONS (CONTINUED)

WEBSITE ADS

The Harrisburg Regional Chamber & CREDC's website offers banner display ad space on its interior pages. Chamber & CREDC site visitors will find links to important business resources, access to contact information for 900 member companies, register for seminars and events, plus important information pertaining to business advocacy.

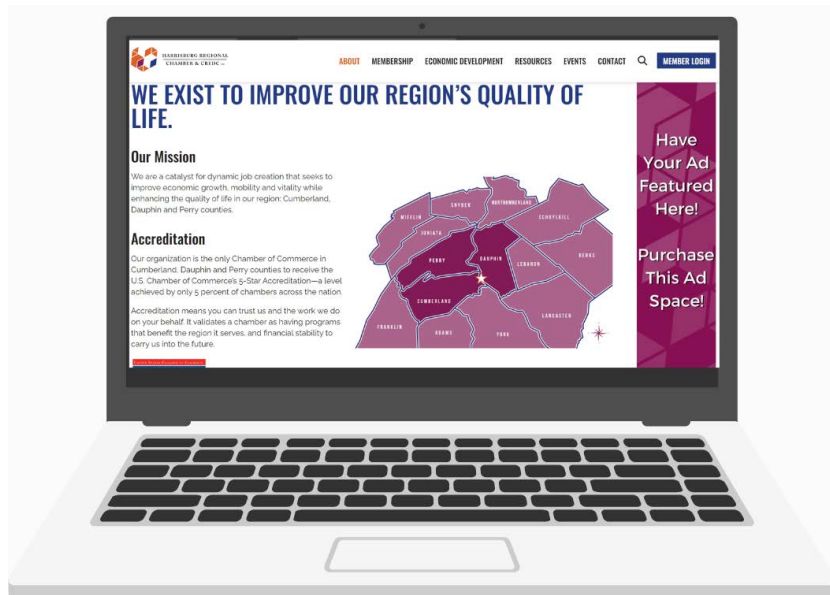
***ALL BANNER ADS CLICK-THROUGH TO YOUR CHOSEN URL.**

BANNER OPTIONS

Premium Banner Ad (230 W x 840 H pixels) | Monthly Contract: \$200

Small Banner Ad (230 W x 430 H pixels) | Monthly Contract: \$150

- Vertical banner beside main content area on all high traffic pages of the website (excludes homepage)
- Ads will display stacked on each page between no more than four ads.
- Viewer may need to scroll down to view, depending on number of ads.



TAKE ADVANTAGE OF THESE DIGITAL ADVERTISING AND MARKETING OPPORTUNITIES!

Contact Heather Eyster, Senior Director of Investor and Member Engagement at advertise@hbgrc.org to reserve your space.

Get your message out to fellow members easily and affordably!

CHAMBER ADVERTISING

RESERVATION FORM

Marketing Bundles

GOLD BUNDLE

- Three Chamber Rewards eblasts
- Three Header banner ads in "Around The Corner" or "Members" In The News" newsletter
- One Month Contract Premium Banner Ad on our website (230 W x 840 H)

SILVER BUNDLE

- Two Chamber Rewards eblasts
- Two Header banner ads in "Around The Corner" or "Members" In The News" newsletter
- One Month Contract Small Banner Ad on our website (230 W x 430 H)

BRONZE BUNDLE

- One Chamber Rewards eblast
- Two Footer banner ads in "Around The Corner" or "Members In The News" newsletter
- One Month Contract Small Banner Ad on our website (230 W x 430 H)

You Pay: \$1,615 | Value: \$2,150

You Pay: \$1,090 | Value: \$1,450

You Pay: \$770 | Value: \$1,025

Eblasts and Banners

	Price		Quantity	=	Total
CHAMBER REWARDS EBLASTS	\$325.00	X	_____	=	_____
NEWSLETTER BANNER (Header)	\$325.00	X	_____	=	_____
NEWSLETTER BANNER (Footer)	\$275.00	X	_____	=	_____
PREMIUM WEBSITE BANNER	\$200.00	X	_____	=	_____
SMALL WEBSITE BANNER	\$150.00	X	_____	=	_____
MARKETING BUNDLE	_____	X	_____	=	_____

Total Advertising Purchase _____

PLEASE COMPLETE AND SEND TO: Heather Eyster, Sr. Director of Investor & Member Engagement at advertise@hbgrc.org.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

PAYMENT TYPE

- Check Credit Card (Invoices payable by credit card, online, or over the phone)



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