

ELEVATE YOUR BRAND WITH US

Whistler
Chamber



2024

ADVERTISE WITH THE CHAMBER

ADVERTISING PACKAGES

 making business *better.*

ABOUT US

THE WHISTLER CHAMBER

Established in 1966, the Whistler Chamber of Commerce is the voice of Whistler business. By nurturing a diverse, sustainable, and collaborative business community we strive to create a healthy resort economy. We connect our Members to business and networking opportunities, education and benefits. We represent our Members' interests as an advocate to all levels of government.

With around 700 Members – we are the steward of the resort-wide customer service solution, The Whistler Experience® program, which has trained over 30,000 people since 2014.

ELEVATE YOUR BRAND WITH US

Successes are amplified through partnerships, and we have a LOT of different innovative opportunities to help you elevate your business in the local market.

For further information about any of the opportunities you see in this package, please contact Jacquie McLean, Marketing & Events Manager; jacquie@whistlerchamber.com or 604.932.5922, ext 961

We thank you for your continued support of the Whistler Chamber of Commerce and your interest in promoting your business with us.

OUR REACH AT A GLANCE



~700

Whistler Chamber
Membership



234K

Annual Webpage views*



10k

Social Media Audience



5.8K

eNews subscribers



4.8k

Event Registrations
per year*

*Data gathered February 1 2023 - February 1 2024



PROMOTE WITH US

ADVERTISING

Elevate your brand and make an impact where it counts by advertising with the Whistler Chamber - at exclusive Member prices*!

Advertising with us is an easy and affordable way to promote your products, services or special events to the local community. Connect with our network through advertising opportunities on our website, and through our weekly eNewsletter: "Business This Week".

Take a look at the inclusions of your [Membership tier](#) and make the most of your membership!



ATTENTION INFLUENCE & GROW MEMBERS!

You have advertising credits included in your Membership every year:

INFLUENCE = \$300 credits | GROW = \$150 Credits

eNEWSLETTER

Market your business directly to local business owners and their employees! The Chamber publishes its weekly eNewsletter "Business This Week" on Tuesdays to over 5000 subscribers!

- Average monthly open rate 43.07%

Member News Advertorial

Get your message direct to an active and engaged audience with an advertorial!

Perfect for providing potential clients and customers with detail about what you do, a specific promotion, ongoing offer or event. With only one Member News Advertorial per eNewsletter, your message is the focus.

75 - 150 words with an image and link to the website or page of your choice.

Ad Specs:

- eye catching JPEG or PNG Image (800px W x 300 px H)
- 75 - 150 words of copy
- URL link to your promotion

Cost per issue:

- \$150 - 1 issue
- \$240 - 2 issues (\$120 per issue)
- \$400 - 4 issues (\$100 per issue)

*Future-Members: Rates available at a 15% surcharge. All advertising must be paid for prior to ads running.

ADVERTISE WITH US

eNEWSLETTER

Banner Advertisement

Get your brand in front of our database with a banner ad; perfect for events messages, limited time specials, and brand or business awareness.

Ad Specs:

- JPEG or PNG Image, or PDF
- 800px W x 300px H (Premium placement)
- 800px W x 150px H (Standard placement)
- URL link to your promotion

Cost per issue:

Premium Banner Ad (first ad our readers see)	Standard Banner Ad (outstanding value)
1 week - \$75	1 week - \$65
2 weeks - \$140	2 weeks - \$120
4 weeks - \$260	4 weeks - \$220

WEBSITE

Banner Advertisement

Our website homepage is the perfect platform to elevate your business and brand. With an average of 2,000+ pageviews per week, increasing to over 10,000+ during the fall and early winter, you'll have the prime spot!

Ad Specs:

- JPEG or PNG image (1300px W x 300px H)
- URL link to your promotion

Cost:

- \$250 - 1 week
- \$400 - 2 weeks (\$200 per week)
- \$640 - 4 weeks (\$160 per week)

**Future-Members: Rates available at a 15% surcharge. All advertising must be paid for prior to ads running.*



ADVERTISE WITH US

VALUE PACKAGES

Promote your brand or offer effectively with ad packages built for your convenience and designed to ignite interest, provide detail and reiterate your promotion.

Signature Campaign Pack

Great for special events, limited time offers and deals, or generating new brand awareness.

- 1x Member News
- 2x Premium Banner ads
- Total Value \$300.00

Cost: \$250

- ads must be booked consecutively over a three week period
- valid for six months
- Members can apply ad credits

Looking for something special?

We're happy to work with you needs and budget to help you achieve your business goals. Connect with us to create a tailored package that works for you!

Jacquie McLean, Marketing & Events Manager;

jacquie@whistlerchamber.com or 604.932.5922, ext 961