



2025 MEDIA KIT

OUR PURPOSE IS TO ADVANCE BALANCED ECONOMIC GROWTH AND QUALITY-OF-LIFE SOLUTIONS IN CARBON COUNTY.

How we accomplish our mission:

- Network Building & **Marketing**
 - Government Affairs
 - Exclusive Member Benefits
 - Community & Economic Development
-

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If you have any questions about The Chamber's marketing and advertising opportunities, please contact Kylie Adams-Weiss at kadams@carboncountychamber.org.

ABOUT THE CCEDC

The Carbon Chamber & Economic Development Corporation is a proud partner of the Greater Lehigh Valley Chamber of Commerce, the largest Chamber of Commerce in Pennsylvania and the 6th largest Chamber of Commerce in the United States.

Together, we make up 5,000 members with 228,000 employees and are part of the sixth-largest Chamber of Commerce in the country! We have thirty-three partner councils and chambers, with endless opportunities to expand your reach, increase visibility and strengthen your brand recognition.

By working with the CCEDC to expand your marketing reach, your business has exposure to hundreds of businesses and thousands of people within our business community, as well as additional audiences that our strategic advertising reaches. We can customize your marketing plan to best suit your needs and budget, as well as hit target markets through our channels.

Have questions? Just ask! We're here to help.



MEET YOUR CCEDC TEAM



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CONNECTIONS

We partner with the Greater Lehigh Valley Chamber of Commerce to produce the Chamber's monthly publication, Connections, which features articles, photos & event information from each of the 32 councils, chambers, and committees that make up our partnership. Each issue is mailed out to over 6,200 individuals, and archived on the Greater Lehigh Valley Chamber's website!



Summer fun in Lehigh Valley

EXPERIENCE A RENEWED APPRECIATION FOR THIS PLACE MANY OF US CALL HOME

Experience Living History

Explore the 25+ locations of Moravian Bethlehem, a National Historic Landmark District, inspired by historic Bethlehem Museums & Sites, including a working blacksmith's shop and the first municipal water system in America.



or dive deep into the waters with a trout lesson. On Steel Bridge Center's website you'll find science lessons to fit your Curious Experience™ where angler's can learn to fish. Get up close to the grounds at the Lehigh Valley Zoo.

Pamper Yourself with a Local Escape

Get away from a busy day with a relaxing spa. The Steel Bridge Center has a growing organic farm at The Towhee House, a seasonal spa in Eastern Lehigh Valley. Sleep under the stars in the contemporary room at The Bayle Mansion with a view of the Lehigh Valley. Star from Historic Hotel Bethlehem. Or relax after a relaxing night at Wild Creek Bethlehem, the PPL Center, or Coxe-Cole Park. Pick your trailer or pitch a tent at a campground – just minutes away from airports, downtown, and outdoor activities.



Wow Your Family

Make it a night under the stars with a view of the Lehigh Valley. Star from Historic Hotel Bethlehem. Or relax after a relaxing night at Wild Creek Bethlehem, the PPL Center, or Coxe-Cole Park. Pick your trailer or pitch a tent at a campground – just minutes away from airports, downtown, and outdoor activities.

Taste Local Flavors

From downtown food halls to James Beard-nominated restaurants, the food scene is flourishing. Skip out food trucks popping up at breweries and upscale taverns. You'll savor fresh, home-produced wines, craft beer, and more. Taste your way through the booming craft beverage scene.

Breathe Fresh Air

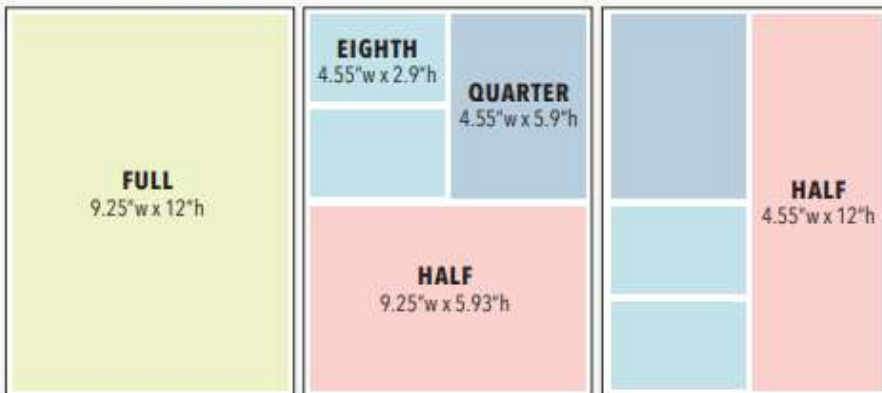
Whether you're exploring on foot, on bike, or on the water, Lehigh Valley offers an unparalleled outdoor recreation scene. Like a panoramic rail-trail, complete with working waterfalls and

Our Featured Business Stories are professionally written, full-page articles, making them a great way to showcase your business! The package also includes:

- Full Page Story advertorial in Connections
- A Quarter Page ad in the following Connections Issue
- Month Long business highlight in The Chamber's weekly e-newsletter
- A rotating slot in The Chamber App during your featured month
- A promotion on WAEB morning show with Bobby Gunther Walsh and Chamber President, Tony Iannelli



AD SIZES & PRICING



| PRICING | |
|--------------|---------|
| Full-Page | \$1,450 |
| Half-Page | \$950 |
| Quarter-Page | \$700 |
| Eighth-Page | \$500 |

Flier Insertion \$1,400
Note: Size must be 8.5\"w x 11\"h or smaller.

Featured Business Story \$3,500
Note: See inclusions above.

SOCIAL MEDIA

The Carbon Chamber & Economic Development Corporation uses four platforms to get important information to our members – Instagram, Facebook, LinkedIn and TikTok!. As a CCEDC member, you have access to these platforms too! Tag us or send your content to Kylie Adams-Weiss at kadams@carboncountychamber.org to be shared with our powerful organic reach. Want to expand upon that? Read below!

A BIT OF INSIGHT ON OUR FOLLOWERS...

FACEBOOK

- 5,790 Followers (17.5% increase in 2024)
- 121,600 Reach (204% increase in 2024)
- 113,700 Views (214% increase in 2024)

INSTAGRAM

- 1,123 Followers (5% increase in 2024)
- 8,600 Reach (256% increase in 2024)
- 291,000 Views (214% increase in 2024)

LINKEDIN

- 302 Followers (136% increase in 2024)
- 17,859 Impressions (118% increase in 2024)

NEW: THE CCEDC TIKTOK! *Started in August 2024, we've seen over nearly 13K views in only 4 months!*

SOCIAL MEDIA BOOSTED POSTS

With this option, the CCEDC will share your post on our Facebook page and "boost" it, increasing your business' reach exponentially, depending on the tier you choose!

Why "boost" with The Chamber?

- Credibility – your business will be associated with our brand!
- Increased Audience – our social media pages have an average reach of 158K+ individuals last year organically without any promotions!
- Posts are boosted for one (1) week - ask us about multi-week options!

2025 BOOSTED POST PRICING:

\$100 per boost

**Bundle & Save:
Bundle Facebook, Instagram
and LinkedIn for only \$250**



**Carbon Chamber & Economic
Development Corporation**



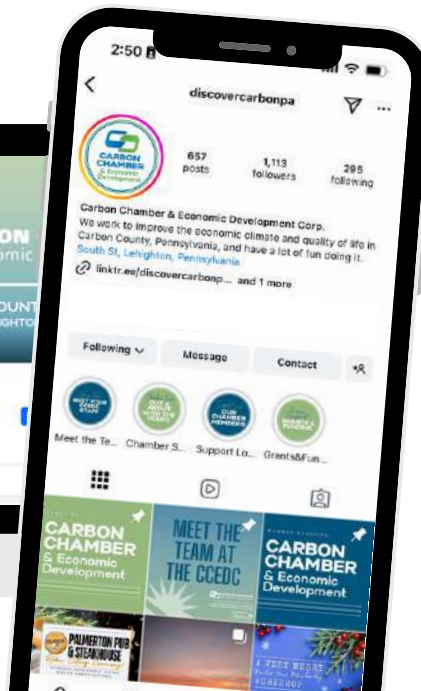
@DiscoverCarbonPA



**Carbon Chamber & Economic
Development Corporation**



@DiscoverCarbonPA



INSTAGRAM REELS & TIKTOK

In August 2024, the Carbon Chamber & Economic Development Corporation began utilizing Instagram Reels and the TikTok Platform to promote events, member benefits and more! We feel these are a great opportunity to share information in an accessible format to all members!

With the implementation of these videos, our reach has expanded greatly, meaning our members and those outside of the Chamber are viewing this content and learning about what the CCEDC, and our members, have to offer.

In 2025, we want to open our feed to you! By partnering with the Chamber to create content, you can put your business in front of new audiences by working hand-in-hand with our Chamber staff to create quick Video Content to enhance your brand's exposure. Videos will be tagged and crossed promoted between Facebook, Instagram and TikTok, with your company's profile tagged as a collaborator and/or in the caption where appropriate.

Your business will own the video once posted - meaning you have content you can reuse in the future, too!

2025 INSTAGRAM REEL & TIKTOK PRICING:

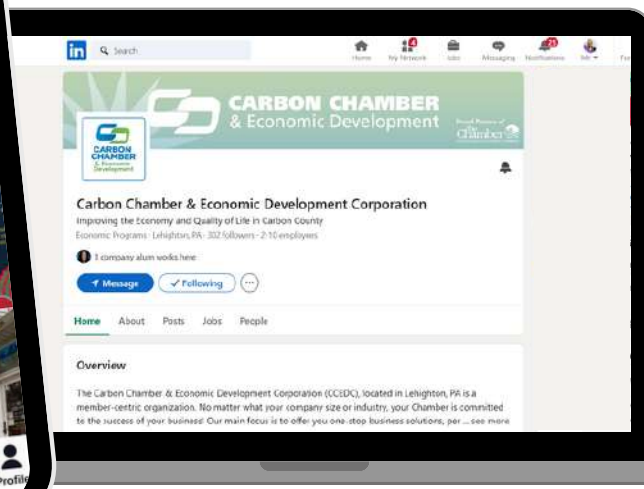
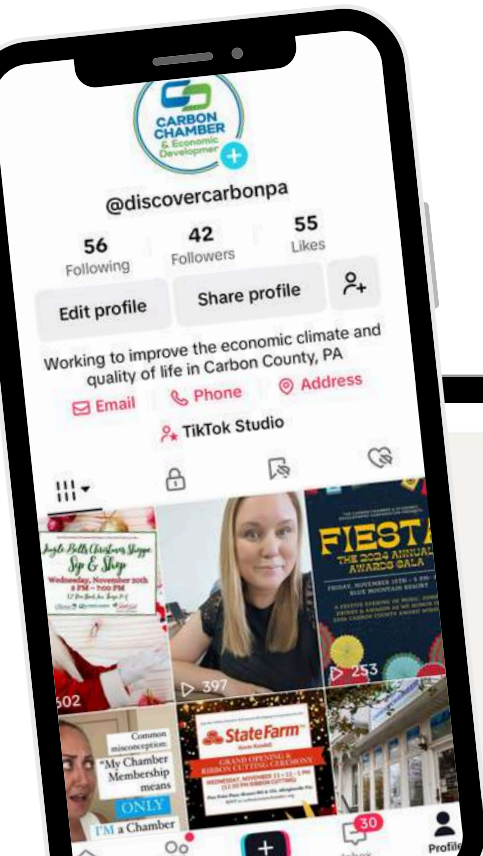
Reel/TikTok Video (We Create for you): \$350
Boosted Reel/TikTok: \$100 per platform

Do you have your own content you wish to be shared on our feed? Create your own and schedule it with us for only \$250 per video. (Boosted posts additional)

OTHER SOCIAL MEDIA OPTIONS

Facebook & Instagram Stories are a great way to share content at an affordable price point and they have a great reach with our followers!

Schedule your content for FREE with the Chamber (please indicate "story" when you send it our way), and we'll share it that day to our stories. Want a multi-day and boosted post? View your options below!



2025 STORY PRICING:

Multi-day Post: \$25 per day

Boosted Post: \$50 per day

FEATURED BUSINESS OF THE MONTH: \$300

CCEDC's Featured Business of the Month is the most popular web advertising package on the CCEDC website because it offers your business maximum exposure to reach not only Chamber members but also your local community and CCEDC website visitors internationally and nationwide!

The CCEDC Featured Business of the Month includes the following opportunities to put your company in front of thousands of potential customers...

- Your company's name or logo on a Featured Business of the Month badge located on key pages of our website.
- Business Spotlight article of 250 words, plus photo and logo, OR business promotional video showcased on the CCEDC website homepage for the month.
- Business Spotlight article of 250 words, plus logo, in your month's issue of the Carbon eLink Newsletter for that month!
- Featured Business Post on CCEDC Social Media Pages (Facebook, LinkedIn & Instagram)
- Radio interview with Chris Crumbliss on Magic 105.5 WMGH FM during the morning drive from 7am-8am.

This package sells out quickly; therefore, space reservations are taken on a first-come, first-served basis and will be put on the calendar schedule in that order. Your order must be PAID to be placed on the schedule.

IN-HOUSE GRAPHIC DESIGN

Our In-House Graphic Design Services are now available for Chamber Members! Whether you have an upcoming event or need a specific ad designed, we are here to elevate your brand today with basic graphic design packages.

2025 IN-HOUSE GRAPHIC DESIGN PRICING

Event Flyer* (Includes 2 Edits): \$50 per Flyer

Additional Edits (Cost per edit): \$20 per edit

Resizing of Original Flyer for Social Media, Print or Billboard: \$25 per Flyer**

Need more than just a Flyer? Just Ask! A La Carte Packages can be built to suit your needs.

*Original Design (unless specified) will be sized to 1920x1080 pixels and will include two (2) edits.

**Resizing Options are available per request. These include (but are not limited to) resizing for Social Media (Instagram post/story), print posters/flyers, print specs for print or digital advertising. Please contact your Chamber Liaison with specific sizing requests.



CARBON COUNTY EBLASTS: \$350 PER EBLAST

While our Carbon Chamber ELink hits inboxes once per month, our members have access to “off weeks” to spread the word and reach our members! If you have exciting news, new promotions or deals, or just want to get in front of our distribution lists, talk to us today about eBlasts and how we can reach new audiences through email marketing. You provide the content, we provide the audience!

A BIT OF INSIGHT ON OUR EMAIL LIST...

3,125 Subscribers • 41% Open Rate
(7% increase in open rate in 2024!)

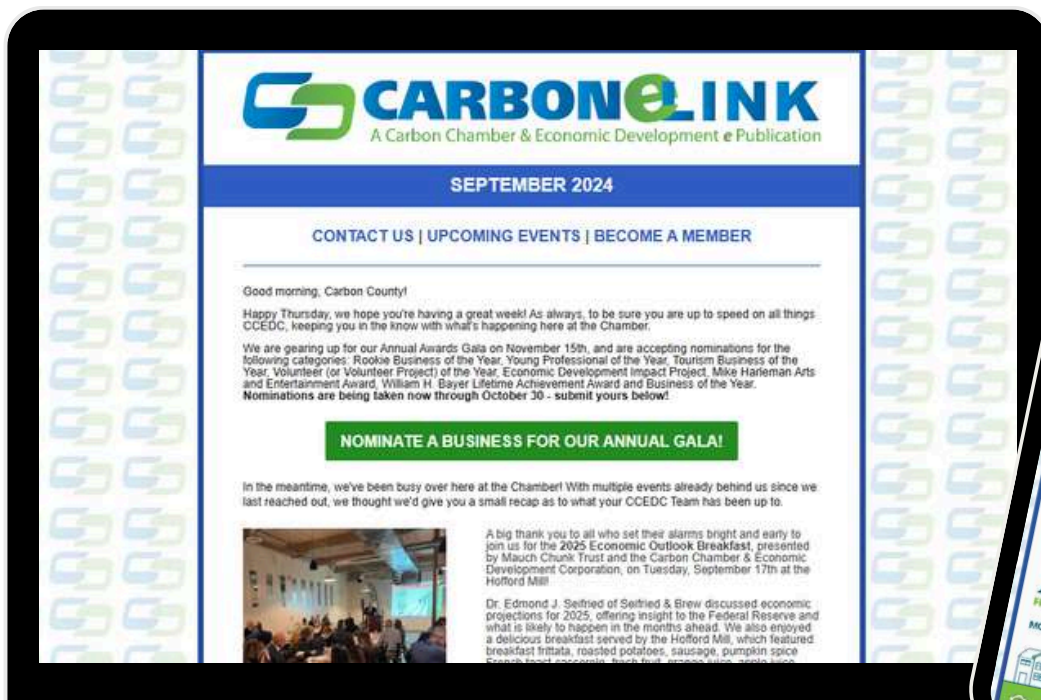
CARBON ELINK ADVERTISING

Advertise in Carbon eLink (Our Monthly eNewsletter!)

Carbon eLink is a monthly electronic newsletter that is distributed to CCEDC members as well as other business professionals on our e-mail list of 3,000 subscribers.

Banner Display Ad: \$150/ad, per issue
(1000 pixels w x 200 pixels h)

Square Display Ad: \$125/ad, per issue
(600 pixels w x 600 pixels h)



CCEDC WEBSITE ADVERTISING

Build your brand recognition, increase your website traffic and supplement your presence on the CCEDC website with a colorful 728 x 90 pixel banner ad. Your banner ad is highly visible on the top of a CCEDC webpage, which makes your company easier to find, shows support for your Chamber, and also invites a visitor to click it to find out more about your company at your website.

SPACE IS LIMITED TO ENSURE YOUR BANNER AD IS SEEN.

There is a limit to the number of banners shown in rotation as each banner ad is visible for 4.5 seconds in each rotation. Packages are subject to 1 banner per contract even if the banner appears on multiple pages.

Banner Ad Artwork/File Format Requirements: Banner ads must be 4-color and submitted in JPEG format at 728 x 90 pixel size and 72 DPI resolution. NOTE that if your artwork is not received according to these specifications, it will be returned and correct artwork will be requested.

2025 WEBSITE ADVERTISING PACKAGES:

12 Month Banner Ad Package: \$2,500 (\$500 savings)

(Includes Banner Ad on all CCEDC web pages)

3 Month Banner Ad Packages: \$750

(Includes Banner Ad on all CCEDC web pages)

PROUD MEMBER LOGO

As a chamber member, you have access to use our “proud member” logo, which is a great way to boost your company’s credibility. You may use this on marketing materials, your website and more! Simply contact the Chamber to request our Logo(s).



NOTE: WHEN USING THIS LOGO, PLEASE DO NOT STRETCH OR CONTORT IN ANY WAY THAT DISTORTS THE IMAGE.

