



The Navigator – Online Newsletter Advertising

This online newsletter offers members affordable and effective advertising opportunities. All online Navigator ads will have the added benefit of full-color and will link directly to your designated landing page on your website (or email address) – at no extra cost!

Navigator Advertising Pricing:

- **Standard ad: \$100**
Standard ads will be placed throughout the online newsletter.
Special: Buy 3 standard ads, get 1 free!
- **Premium ad: \$200**
2 premium ads per issue. Premium ads will have maximum exposure with prime placement on the first page viewed of the online newsletter

Ad Submission Guidelines:

- All ads are due the 1st of the previous month (ie: ads for October issue are due no later than September 1st and so on)
- Email final artwork in exact specs to: lcontrino@newburyportchamber.org
- If you don't have the capability to design/create an ad, we will be happy to provide you with fellow chamber members that provide design services. Please contact Patty St. John at pstjohn@newburyportchamber.org or 978-462-6680 x14 – or check the Chamber's online Member Directory!
- **IMPORTANT:** The Chamber cannot guarantee inclusion in the newsletter if your ad is received past deadline or in the incorrect specs (outlined in box above).

All ads must be submitted in these exact specs:

- .jpg file format only
- resolution of 72
- dimensions:
200 pixels wide x
255 pixels high
- full color highly recommended

Ad Design Recommendations:

Online ads are very different than print ads – please keep this in mind while designing your ad. Think of these ads as being like a “billboard” you pass on the highway. Great images and minimal text are most effective. Print ads can feature lots of text, but with online ads, less is definitely more. Remember, detailed information can be related to viewer when they click on your ad and visit the designated landing page on your website. Consider including a call to action, such as “click here” to encourage viewers to do just that. *Important:* When using text, please design your ad in exact pixel dimensions above and view at 100% so you can be sure all your text is clear and legible.

To book your ad, or if you have questions regarding Navigator Advertising, contact Patty St. John at pstjohn@newburyportchamber.org or 978-462-6680 x14.