



## The Navigator Electronic Newsletter

Advertising Info and Spec Sheet

The Navigator Electronic Newsletter gets emailed to over 1,200 member representatives each month and provides a cost effective way for your business to maintain a presence in the local business community. Standard ads are placed throughout the newsletter, while Premium ads have prime placement on the homepage of the newsletter (maximum 3 Premium ads per issue). All ads have the benefit of being in full-color and link directly to your business' website. When designing your ad, keep in mind that "less is more." We also suggest you include a call to action such as "click for more info" to drive traffic to your website.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

- Sign me up!** Total # of months: \_\_\_\_\_ I would like to contract the following months:  
(Month/Year) \_\_\_\_ / \_\_\_\_ (Month/Year) \_\_\_\_ / \_\_\_\_ (Month/Year) \_\_\_\_ / \_\_\_\_ (Month/Year) \_\_\_\_ / \_\_\_\_  
\_\_\_\_\_ **Standard ads** : \$100 per month. *SPECIAL: Buy 3 standard ads, get 4<sup>th</sup> for FREE!*  
\_\_\_\_\_ **Premium ads**: \$200 per month. *Includes placement on the homepage of newsletter.*

- Charge** my VISA/MasterCard/American Express

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ V-Code \_\_\_\_\_

Name on card \_\_\_\_\_

Billing Address (include zip code) \_\_\_\_\_

Authorized signature \_\_\_\_\_

- Check** enclosed made payable to The Greater Newburyport Chamber of Commerce & Industry  
 **Invoice me**

### **MATERIALS SPECS AND DEADLINE:**

All ads must be received by the 15th of the previous month (ie: ads for February issue are due no later than January 15th, and so on) and must be submitted in the exact specs outlined below.

**Dimensions:** 200 pixels wide x 255 pixels high, at a resolution of 72

**File Format:** .JPG or .GIF files only **Provide the URL** of the website you would like the ad to link to

*Note: Inclusion of your ad in the newsletter cannot be guaranteed if it is received past deadline or incorrect specs.*

**To schedule your Electronic Navigator Advertising,** contact Patty St. John  
Tel: 978-462-6680 x14 Fax: 978-465-4145 Email: pstjohn@newburyportchamber.org