

Content and Ad Guidelines

INSIGHT ONLINE GUIDELINES

- All articles are subject to approval by the Fredericton Chamber of Commerce editorial team and all decisions by the team are considered final.
- Articles are to be business focused and should share verifiable, evidence supported information on relevant business trends or topics.
- Writing should be straightforward in a conversational style.
- While members are encouraged to write about their expertise, informative articles are not intended to advertise, promote or solicit for the submitting company.
- If you wish to promote your business, product or services, paid advertorials are available.
- Insight online is an online magazine therefore, there is no required word count and photos and logos are encouraged to enhance your article. Photos and logos should be high resolution.
- Articles appearing on Insight Online may be solicited from external sources.
- The author understands and agrees to allow editorial changes at the discretion of the editorial team, if needed – if changes are material – the author will be consulted.
- All articles will have the author's name and business organization. It should include a short 1 paragraph bio about the author.
- Sources cited within the article should be clearly noted when appropriate either via footnote or explanation within the article.
- Inclusion of any article or advertorial does not constitute an endorsement from the Fredericton Chamber of Commerce of the product or information.

IMAGE GUIDELINES

Images and logos to be included with articles appearing in Insight Online should be high resolution in a JPEG or PNG file. Horizontal photos work best for the header photo but vertical photos can be used within the article.

INSIGHT ONLINE ADVERTISING

Advertorials- \$300 / \$150 not-for-profit rate (non-members pay an additional 25%)

Advertorials appear on Insight Online and are paid sponsored articles that promote a business, products and/or services. High resolutions photos and logos are encouraged. Advertorial size 8 ½" x 11"

EMAIL ADVERTISING

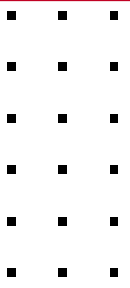
The chamber's email list is approximately 2400 email addresses and consists of chamber members, non-members, and community members from many different business sectors.

frederictonchamber.ca | 506.458.8006

Non-members pay an additional 25% | All prices subject to HST



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DEDICATED E-BLASTS

\$450 each / \$225 each not-for-profit rate (non-members pay and additional 25%)

Dedicated eblasts are your message only. Generally an 8 ½" x 11" camera-ready flyer is submitted along with a link to a website or email for more information etc. If you don't have a prepared flyer, our email designer can design it for you. A proof will be sent to you for changes or approval. Once the eblast is approved, it will be scheduled to be distributed to the chamber's email list.

CHAMBER CONNECTIONS ADS

\$75 each / \$50 each not-for-profit rate (non-members pay an additional 25%)

Chamber Connections is the chamber's weekly e-newsletter generally sent each Thursday. Ad size is 800 pixels high x 1200 pixels wide and you are encouraged to include a link to your website or email for further information etc. Ads are to be submitted by 4:00 pm on Tuesday to appear in the Chamber Connections for that week.

MEMBER NEWS

Announcements and Events – Free for Chamber Members

Chamber members are encouraged to submit their announcements and events to be featured in the weekly Chamber Connections e-newsletter. Submissions are text only and the link to submit is on the chamber website homepage under the [Member News link](#)

WEBSITE ADVERTISING

Website Ads - \$150 each / \$100 not-for-profit rate (non-members pay an additional 25%)

Ads appear on the site for one month. Ads may be placed in a rotation with other ads

Ad Sizes Available:

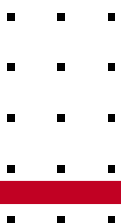
Square – 450 pixels x 450 pixels (seen on homepage)

Vertical Rectangle – 300 pixels wide x 600 pixels high (seen on blog, media releases, Insight articles, etc.)

Wide Skyscraper – 160 pixels wide x 600 pixels high (content pages)

WE LOOK FORWARD TO HEARING FROM YOU!

For more information please email fchamber@frederictonchamber.ca



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