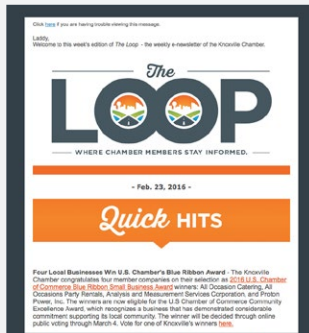




ADVERTISING OPPORTUNITIES



The Loop - Weekly e-Newsletter

The Chamber delivers an e-newsletter every week to an average of 4,800 area businesspeople and community leaders with an average open rate of 46% and a weekly average click-through rate of 12%. *The Loop* includes information about Chamber events, programs, news, and initiatives. Advertisers in *The Loop* can link their ad to a special offer or their website. Reports are available to allow advertisers to see the click-through rate for their ads.

The Loop e-Newsletter Ad

Specs: 500 pixels wide x 150 pixels tall
1 Month Contract (4 issues) - **\$300**
1 Week Contract (1 issue) - **\$100**

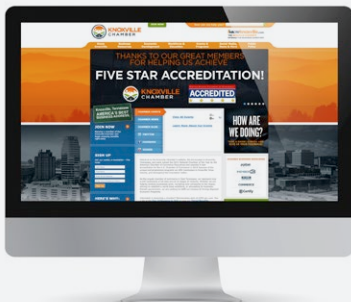


iKnowKnoxville.com

Get your company KNOWN on iKnowKnoxville.com! The Chamber's interactive online business directory offers members an additional "storefront" on the interweb. The site is now averaging over 53,000 pageviews each month equating to over 636,000 pageviews last year.

iKnowKnoxville.com Banner Ad

Specs: 295 pixels wide x 70 pixels tall
\$300 per month



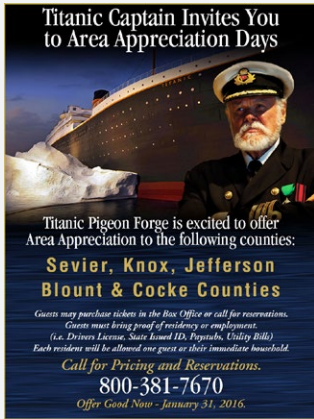
Knoxvillechamber.com

The Chamber's main website, knoxvillechamber.com, averages more than 60,000 sessions and 147,000 page views per year. The homepage receives the largest amount of traffic with more than 27,000 views each year. The top five most viewed pages beyond the home page include the events calendar, contact us, event descriptions, membership directory, and job search pages.

Knoxvillechamber.com Banner Ad

Specs: 683 pixels wide x 63 pixels tall
6-12 Month Contract - **\$350/month**
3-5 Month Contract - **\$400/month**
1 Month Contract - **\$500**

CONTINUED ON BACK



Company-Specific Email Blasts

Once a month the Knoxville Chamber makes available the opportunity for a member business to send a company-specific email blast. The Chamber protects the email addresses of its members, but this opportunity allows for member businesses to reach the Chamber audience with a targeted email sent from the Chamber on behalf of the member. These opportunities are limited and on a first-come first-served basis. The open rate of these emails averages 24% and the average click-through rate for opened emails is 6%.

Company-Specific Email Blast to Membership Database (one opportunity per month)

\$500



Relocation Packet Insert

The Knoxville Chamber provides relocation packets to prospective and new residents upon request. Packets are also provided to major employers to help with out-of-market employee recruitment. More than 2,000 of these packets are distributed by the Chamber each year. Members can place an insert into this packet promoting their business to this highly targeted audience.

Relocation Packet 8.5 x 11" Promotional Flyer Insert

\$195 per month (with member providing the flyers)

Other Opportunities

The Chamber's vice president of membership development will work with you to design a specific advertising and marketing tool to fit your needs. Some of the additional opportunities include:

- **Multimedia packages** – a mixture of all of the opportunities we have available in one customized package to meet your company's needs.
- **Bill Stuffers** – include a promotional piece or coupon in the Chamber's regular mailings to membership.
- **Event Sponsorships** – The Chamber hosts more than 70 events each year. Ranging from seminars to a black-tie gala with over 600 attendees, there are lots of opportunities to present your company to these diverse audiences. In addition to the immediate recognition you receive, events are featured in the Chamber's monthly newsletter, *Commerce*, which is part of the *Greater Knoxville Business Journal* each month.

For more information contact:

Michelle Kiely Vice President of Membership Development
mkiely@knoxvillechamber.com // (865) 246-2617



**KNOXVILLE
CHAMBER**

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