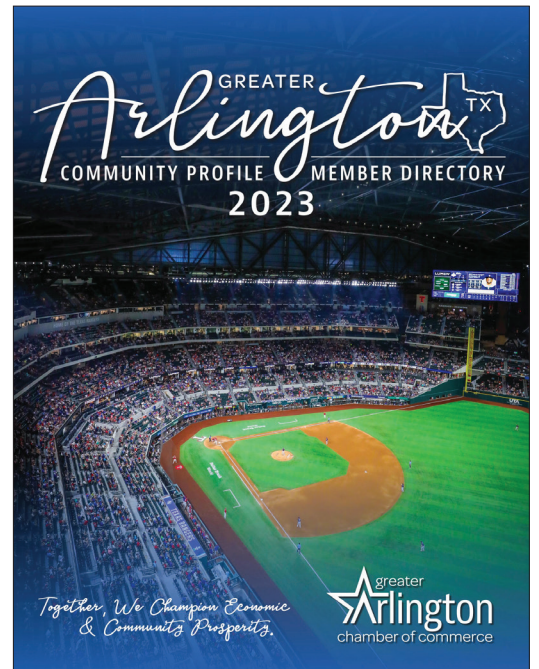


greater  
**Arlington**  
chamber of commerce  

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*Together, We Succeed.*



2024

Membership Directory  
& Community Profile

Media Kit

For more information:  
817-832-3939



Email:  
judy@arlingtontoday.com

## Find and reach your market

Arlington Today is proud to partner with the Greater Arlington Chamber of Commerce for our 2024 Membership Directory and Community Profile. The membership directory is the official annual publication endorsed by the Greater Arlington Chamber in 2024.

Exposure in the Chamber's annual directory also includes the website-based digital version reaching more than 50,000 unique annual visitors, which means you have two effective ways to market your products or services to other members, to potential commercial relocation candidates and to lifelong residents.

## Why/how the Chamber matters

**YOUR MEMBERSHIP** in the Greater Arlington Chamber is a valuable asset. In fact, research shows that if potential customers know that a small business is a member of its local chamber, the business enjoys:

- A 49% increase in its consumer favorability rating
- A 73% increase in consumer awareness
- A 68% increase in its local reputation
- An 80% increase in the likelihood that consumers will patronize the business in the future

*(Source: Contera Group study, 2012)*

**ACCORDING TO** New Movers Marketing potential data published on the website, speedeondata.com:

- The nearly 35 million people who move each year spend approximately \$15.5 billion during the 21 weeks before and after their move.
- On average, new movers spend \$9,000 and engage more than 70 new brands within the first three months of their move.
- The Greater Arlington Chamber's Membership Directory is one of the better ways you can **reach these customers first**.

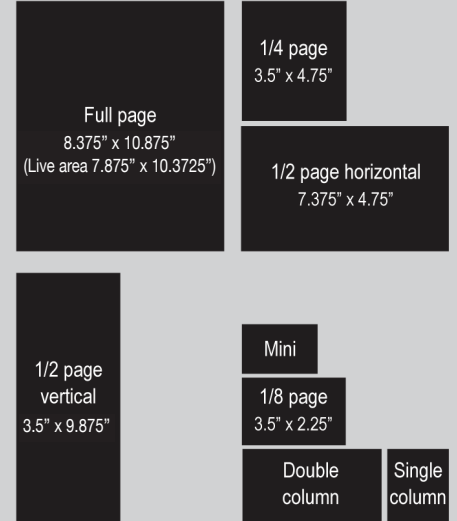
## Why/how the directory matters

- Your advertisement in the Chamber's Membership Directory & Community Profile is distributed to your target audience for just a few cents per exposure.
- Advertising in this valuable publication will position your company as a strong supporter of and leader in the Arlington business community.
- Remember: Your ad in this directory includes an online counterpart that will generate additional impressions, potentially more than twice the exposure you'll get with conventional print advertising. All advertisements that include a URL are linked to the advertiser's site from the digital edition, giving your customers instant access to the products and services you offer.

## Reserve your ad today

• Ad due: Dec. 1, 2023

## AD INFORMATION



Mini: 2.25" x 1.5"  
Double column: 4.75" x 3.125"  
Single column: 2.25" x 3.125"

Premium Positions*	Rate
Back cover	\$4,955
Inside front cover	\$3,655
Inside back cover	\$3,655

Standard ad units	Rate
Full page*	\$2,955
Half page horizontal	\$1,855
Half page vertical	\$1,855
Quarter page	\$1,255
Double column	\$1,155
Eighth page	\$755
Single Column	\$655
Mini Display	\$455

**Bonus:** All advertisers receive a FREE bolded and highlighted listing under their business category in the directory.

\*Add an additional ¼" on all sides outside of the trim for bleeds for all full page ads. Dimensions shown are page and file trim sizes. Please indicate crop marks on all files.

### DISTRIBUTION

The directory is distributed by the Chamber in economic development packages, relocation packages, membership packets and high-traffic tourism destinations across Arlington. It is also distributed by participating advertisers, sponsors and premium points of contact with the public.