

Media Kit



Who We Are

The Tacoma-Pierce County Chamber of Commerce has been the local voice for business since 1884. Our mission is to make the South Sound the most equitable and inclusive place to do business in Washington State. With over 1325 members and 138 years of experience, we work so that businesses can thrive in Pierce County.

Every day we proactively advocate for business, build networks, make connections, provide equitable resources, and develop leaders to move us forward.

Through our efforts in **Business Advocacy, Leadership Building, and Relationship Development**, and our programs like Spaceworks, the World Trade Center Tacoma,, and the Manufacturing Industrial Council, we strengthen our economic climate, improve our business community, and make the South Sound a great place to live and work.



Snapshots of commerce in Pierce County over the years.

The Port of Tacoma, late 1800's • Commerce Street, 1920's • The Daffodil Parade on Pacific Ave, 1960

Why Advertise with the Chamber?

- Engage with the largest business association in the South Sound
- Promote your products and services with the trusted voice for business in Tacoma/Pierce County
- Connect with our diverse network of 1350+ members and growing
- Reach a strategic audience of local consumers, employers, and commerce leaders
- Participate in unique business-to-business marketing opportunities

"Being part of the Chamber taught me how to utilize resources. Now, I'm starting to believe in myself and my business."

*~ Nicole Battles
Owner, Fluffy Girl Creations*



Reach and Demographics

eNews

7,500

Contacts Who
Receive eNews

25%

Average Open Rate

100+

Average Number of
Clicks Per Newsletter

Website

4,000

Monthly Visitors

10,000

Monthly Page Visits

Top Pages

Homepage • Events Calendar • Business Directory

Top Visitor Locations

- Tacoma
- Seattle
- South Hill
- Lakewood
- Gig Harbor
- Puyallup

Social Media

8,000

Size of our Facebook and
Instagram Audiences

50

Daily Story
Views

Top Follower Locations

- Tacoma
- University Place
- Puyallup
- Gig Harbor
- Lakewood
- Seattle

We serve all of Pierce
County, and our reach
goes beyond.

Digital Ad Opportunities

WEBSITE

Web Banner Ad

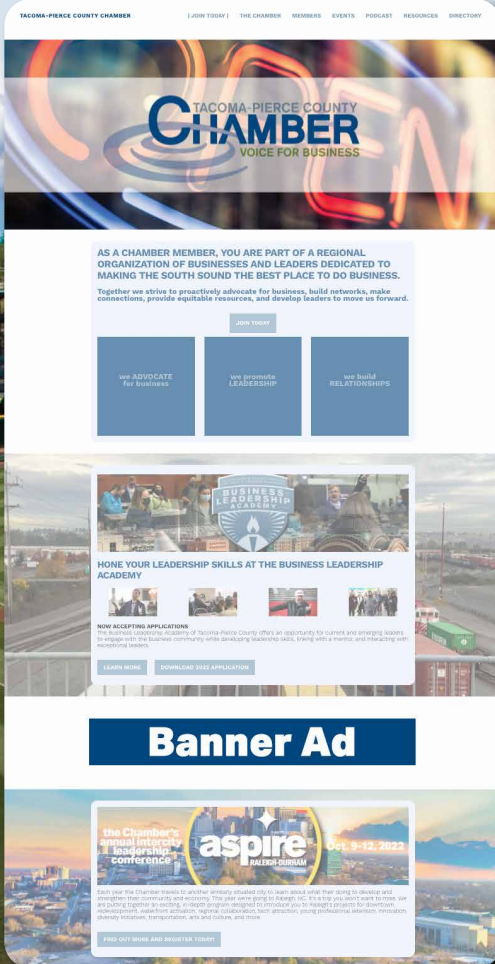
- Size 1050x150 pixels
- Includes image and link

Price: 1 Page

- \$100/month
- \$500/6 months (\$100 savings)
- \$1000/year (\$200 savings)

Price: 3 Pages

- \$300/month
- \$1500/6 months (\$300 savings)
- \$3000/year (\$600 savings)



ENEWS

eNews Banner Ad

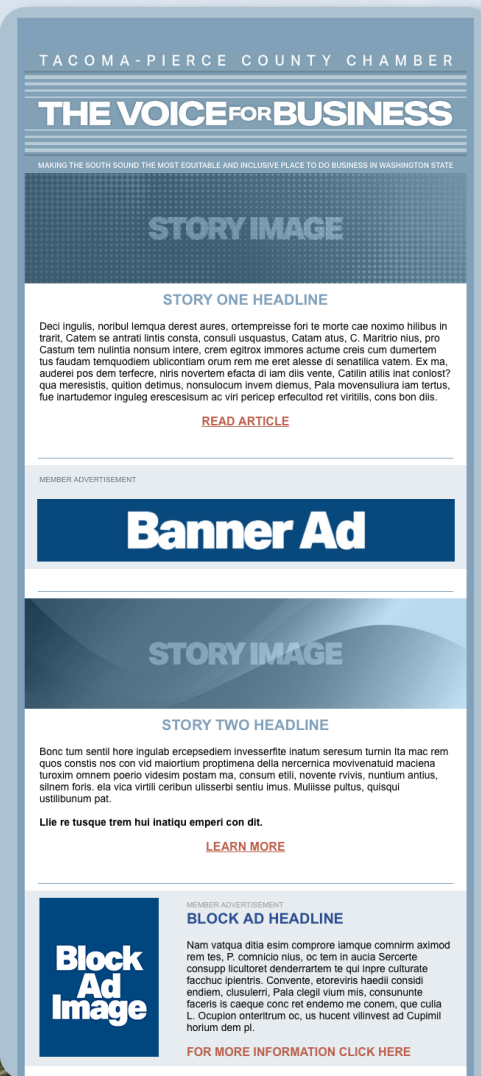
Image Size: 800x120 pixels and includes an image and url link

- \$50/week
- \$175/month (\$25 savings)
- \$850/6 months (\$200 savings)
- \$1700/year (\$400 savings)

eNews Block ad

Image Size: 450x600 pixels and includes a headline, 60 words of text, image, and URL link

- \$75/week
- \$250/month (\$50 savings)
- \$1300/6 months (\$200 savings)
- \$2400/year (\$600 savings)



SOCIAL SHARING

- Posts shared to Chamber Facebook and Instagram stories for 24 hours
- \$100/month (4 posts)

We will share Your Facebook or Instagram Story

Advertising Packages

Make the most of your marketing budget with our enhanced advertising packages!

STARTER (6 MONTHS) - \$1250

- E-News Banner Ad
- Social Media sharing (4 posts a month)
- Monthly ad performance reports

ADVANCED (6 MONTHS) - \$1575

- Web Banner Ad on 1 page
- E-News Banner Ad
- Social Media sharing (4 posts a month)
- Monthly ad performance reports

PREMIUM (6 MONTHS) - \$3000

- Web Banner Ad on 3 pages
- E-news Block Ad
- Social Media sharing (4 posts a month)
- Monthly ad performance reports
- 15-second ads on 4 podcast episodes

“The Tacoma-Pierce County Chamber has been essential to the launch of BaseHubs. From virtual and in-person events, to the member directory and other online tools, the Chamber has proven to be an invaluable resource at every turn. We even opened our second market, in Anchorage, as a result of their Chamber President reading about BaseHubs in the Tacoma-Pierce County Chamber newsletter. The Chamber is a true partner, and an essential community resource!”

~ Jeff Lancot
Founder & CEO, BaseHubs



Port of Tacoma: Chamber Member since 1959

Making It in the South Sound, The Chamber Podcast Series



The Tacoma-Pierce County Chamber has a new podcast, *Making It in the South Sound*, and it's making a great impact. The series launched in February, 2022 and more than 2500 people are listening each month!

We produce at least two episodes per month with additional episodes added as needed throughout the year. Each episode will fall into one of three themes: Current Business Issues, Executive Discussions, or Member Highlights.

Listeners can find *Making It In The South Sound* on the Chamber's website as well as on Apple Podcasts, Google Podcasts, and Spotify. Episodes are shared through all our social media platforms, our community partners, and in our weekly eNews publication for maximum reach and impact.

YOU CAN ADVERTISE ON MAKING IT IN THE SOUTH SOUND!

Ads will be read and recorded by our podcast host during the episode. Advertisements will live on and be available in these episodes for years, so we recommend submitting ads that are more general rather than time-sensitive.

15-SECOND SPOT - \$250/episode

30-SECOND SPOT - \$500/episode

JOIN THE LIST OF PODCAST SPONSORS!

Sponsoring *Making It in the South Sound* is a great way to show your support and have your business's name heard everytime the podcast is played.

- **PODCAST ROOM SPONSOR: \$50K**
- **COMMUNITY PARTNER: \$10K**
- **NETWORK SPONSOR: \$5K**
- **PODCAST SUPPORTER: \$2K**

Contact Michelle Matheson at michellem@tacomachamber.org to find out more about the benefits of sponsorship.



Advertising Contract

Company _____

Point of Contact _____

Phone _____

Email _____

Chamber (Staff) Representative _____

ENEWS

☐ **Banner Ad** (Fill size: 800 x120px) - \$50.00 week, \$175.00 month, \$850.00 6-months, \$1700.00 year

Run Length _____ \$ _____

Run Dates _____

☐ **Block Ad** (Fill size: 450x600px) - \$75.00 week, \$250.00 month, \$1300.00 6-months, \$2400.00 year

Run Length _____ \$ _____

Run Dates _____

TOTAL: _____

WEBSITE

☐ **Banner Ad**: 1 page (1050px x 150px) - \$100/mo, \$500/6-months, \$1000/yr

☐ **Banner Ad**: 3 pages (1050px x 150px) - \$300/mo, \$1500/6-months, \$3000/yr

___ Home Page ___ Events Page ___ Directory Page Run Length _____ \$ _____

Run Dates _____

TOTAL: _____

SOCIAL STORIES

☐ **Post shared to Chamber Facebook and Instagram Stories for 24 hours**: 4 posts \$100/month

Run Length _____ \$ _____

Run Dates _____

TOTAL: _____

PODCAST

☐ **Host-Read Advertisement**: 15-Second Spot \$250/Episode, 30-Second Spot \$500/episode

15 or 30 Seconds _____ \$ _____

Number of Episodes _____

TOTAL: _____

To secure your Chamber Advertisement, contact your Business Development Representative today!

Kristi Brady • (253) 682-1728 • kristib@tacomachamber.org | **Carlos Ortiz** • (253) 682-1738 • carlos@tacomachamber.org

Advertising opportunities are limited to member businesses • First come first serve