



“Advertise with Us!” Newsletter & Website Guide

Here’s a list of tips for effective advertising in a newsletter or on a website:

1. Use Clear and Concise Messaging

- Keep your ad copy brief and to the point.
- Focus on the key benefits or value proposition.
- Avoid overloading the reader with too much information—remember, less is more!

2. Add a Landing Page Link

- Include a clear, clickable link to a landing page with more details or an offer.
- Ensure the landing page aligns with the ad’s message and offers a smooth transition for the user.

3. Use the Correct Dimensions

- Ad space on newsletters or websites can vary. Make sure your ad is sized appropriately for where it’s displayed.
- Follow any specific dimension guidelines provided by the platform
- Keep mobile responsiveness in mind for all ads.

4. Have a Strong Call to Action (CTA)

- Use actionable language in your CTA (e.g., "Shop Now," "Learn More," "Get Started").
- Make the CTA prominent and easy to find, either in the middle or at the end of the ad.
- Avoid too many CTAs—one is usually enough.

5. Keep It Visual

- Use high-quality, relevant images or graphics that align with your message.
- Use eye-catching colors that stand out but don’t overwhelm the user.

6. Target the Right Audience

- Know your audience’s preferences and tailor your message accordingly.
- Advertise to the right people by considering the context of the newsletter or website where your ad appears.

7. Ensure Fast Loading Times

- Optimize images and files to ensure the ad loads quickly, especially for mobile users.
- A slow-loading ad could result in lost opportunities or frustrated visitors.

8. Follow Legal and Ethical Guidelines

- Ensure your ad complies with privacy regulations (like GDPR) and doesn’t mislead the viewer.
- Make sure the ad content is truthful, clear, and in line with your brand values.

9. Be Consistent with Branding

- Maintain consistency in colors, fonts, and overall design with your brand’s visual identity.

- A familiar look can increase trust and recognition.

These strategies can help ensure your ads are effective, visually appealing, and lead to higher engagement!

Ad dimensions:

Newsletter

Banner Header: 560 x100 pixels

Middle Ad Blocks: 560 x100 pixels

Featured Event Ad: 1080 x 1080 pixels

Website

Home Page: 728 x 90

Featured Event's Page: 728 x 90

Chamber Global Footer Members: 728 x 90