

REACH THE VALLEY'S MOST ENGAGED BUSINESS AUDIENCE

Digital advertising opportunities

Your message delivered through the Chamber's trusted digital channels. Three products. One inbox. Yours to use.



eNews Ad

Your ad inside the bi-weekly newsletter — straight to 911 local inboxes.

MEMBERS FROM

\$50

News Advertorial

A members-only editorial story in your voice — in the eNews and on the website.

MEMBERS ONLY

\$150 / story

eBlast Campaign

A standalone email to the full membership — your message, nothing else.

MEMBERS FROM

\$75 / send

WHY THE INBOX WORKS

911

subscribers — local owners, leaders & residents

51%

average open rate — well above industry average

26

editions per year, every other Friday

READY WHEN YOU ARE

Book your spot

 office@albernichamber.ca **250-724-6535** Monday – Friday · 10am – 4pm

ENEWS AD · EVERY OTHER FRIDAY

Your message, delivered directly to Port Alberni's inbox.

MEMBERS

\$50

per ad

NON-MEMBERS

\$95

per ad

The AVCC eNewsletter goes out every other Friday to **911 subscribers** — local business owners, community leaders and residents. Your ad sits inside one of the valley's most-read business communications.

What you get

● Members

BEST VALUE

- ✓ Priority placement in the top half of the newsletter
- ✓ **Free bonus ad** in the following issue
- ✓ Open-rate and click analytics after each send

● Non-members

- ✓ Standard placement in the newsletter
- ✓ Basic delivery statistics

Why it works

- 1 Perfect for **events, sales, job postings and new services** — anything time-sensitive.
- 2 You're reaching people who **already pay attention** to local business news.
- 3 A 51% open rate means your ad is **seen — not buried**.



SUBMISSION DEADLINE

Tuesday prior to the Friday publication date. Submit your content, or work with our team to get it ready in time.

NEWS ADVERTORIAL · MEMBERS-ONLY PERK

Tell your story. Grow your brand.

MEMBERS
ONLY

MEMBERS ONLY

\$150

per story

An advertorial is a paid editorial story — it reads like news, not an ad. As a member, you provide the story and photos; we publish it in your voice and host it on the Chamber website.

26

story slots available per year

2×

reach — eNews + permanent web listing

3

photos with each member story

What's included

- ✓ Priority placement in the Friday eNews
- ✓ Story promoted on Chamber social media
- ✓ Hosted **permanently** on the website
- ✓ Up to **3 photos** included
- ✓ Written in your voice — reads like news
- ✓ One of just 26 story slots each year

Why it works

- 1 Ideal for **product launches, milestones, thought leadership** and community news.
- 2 Storytelling builds trust faster than a display ad — your audience **reads it, not past it.**
- 3 The website listing keeps working **long after the send date.**

**SUBMISSION DEADLINE**

Tuesday prior to the Friday publication date. Content must be written, proofread and ready to publish. Need a hand shaping your story? Our team can help.

EBLAST CAMPAIGN · SENT TO FELLOW MEMBERS

Take over the inbox. Own the attention.

MEMBERS

\$75

per send

NON-MEMBERS

Rate coming soon

contact the office

An eBlast is a standalone email sent on your behalf to the full AVCC membership — going peer to peer to fellow members. No other content, no other advertisers. **Your message is the entire email.**

~200

member businesses

~500

inboxes reached

Growing

every single month

What you get

Members

BEST VALUE

- ✓ **Exclusive send** — you're the only advertiser, no competing content
- ✓ Flexible scheduling — any day of the week
- ✓ Promoted on Chamber social media
- ✓ Post-send performance report — opens and clicks

Non-members

- ✓ Standard scheduling — first-come, first-served
- ✓ Basic performance report
- ✓ Design support available at an additional fee if needed

Why it works

- 1 Best for **time-sensitive promotions**, event launches and major announcements.
- 2 Sent under the Chamber's trusted name — **strong deliverability.**
- 3 Nothing else in the email **competing for attention.**

What to submit

- T Subject line, body copy (150–300 words) and one clear call to action
- 🖼 Images: JPG or PNG, 600px wide, max 500KB, landscape or square
- 🔗 Links and contact information at time of submission
- 🛡 Content is reviewed before sending — we may edit for formatting and clarity

**SUBMISSION DEADLINE**

Minimum 3 business days before your requested send date.