



Advertise Your Business Regionally

## BWCC Advertising Kit | 2012

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### Reach Further, Grow Faster – Advertise with the BWCC

#### **Regional Marketing Opportunities for Your Business**

The Baltimore Washington Corridor Chamber invites you to advertise your business to hundreds of other Corridor businesses -- employing well over 100,000 people -- who rely on us daily to be their partner in business and networking information exchange.

Founded in 1947, the Baltimore Washington Corridor Chamber (BWCC) is Maryland's only regional chamber. Our four-county focus (Anne Arundel, Howard, Montgomery and Prince Georges) is where 44% of Maryland's population resides, along with 47% of Maryland's businesses. Advertise regionally in BWCC publications to reach further and grow your business faster.

#### **BWCC Promotional Opportunities:**

**BWCC Blog** – Members are invited to submit articles (length: 300 - 400 words) to [news@bwcc.org](mailto:news@bwcc.org). Articles will appear on the BWCC home page. Free to members only.



**Press Release** – We invite members to submit press releases (about 150 words) for print in the BWCC monthly newsletter. Submit to [news@bwcc.org](mailto:news@bwcc.org) by the last Wednesday of any month for print in the following month's newsletter. Free to members.

**Website Coupon** – For a limited time members can post a coupon for goods/services for free on the BWCC website. The coupon will appear in three locations on the site for 3 months.

**Member Spotlight** – Pick your month and BWCC will highlight your business (150 words max) along with a photo or logo in the BWCC Newsletter and for 30 days on the BWCC website under "Member Spotlight." Fee - \$200 members, \$650 non-members.

**Standard Business Listing on BWCC Website:** Includes company name, main contact name, address, phone, fax, website, map link, business description. Free to members only. Included in membership.



Catonsville, MD Computer Services and Software: JustRight Technology


**JustRight Technology**  
 821 Frederick Road, Suite 201  
 Catonsville, MD 21228 | [Map](#) | [Directions](#)  
 [Ray Smith](#)  
 410-747-2001 | Fax: 443-283-1449  
[www.JustRight.com](http://www.JustRight.com)

JustRight Technology provides computer consulting, computer help, and outsourced I.T. to businesses and non-profits in the greater Baltimore region and along the Baltimore Washington Corridor. Our mission is to consistently offer outstanding customer service combined with technical expertise. JustRight Technology has been a member of the BWCC since 2005.

**Upgraded Business Listing on BWCC Website:** In addition to the standard listing, this includes: Your company name larger/bold with color added, "Visit Website" link, Member Since Date, "Learn more" link, Business logo and photo (jpg format). \$50/yr. Members only.

Pasadena, MD Construction - Management and Services: Reliable Repairs Inc.

**Reliable Repairs Inc.**  
 P. O. Box 426  
 Pasadena, MD 21123 | [Map](#) | [Directions](#)  
 [Jo Ellen Soesbee](#)  
 410-439-4334 | Fax: 410-439-1535  
[www.reliablerepairsinc.com](http://www.reliablerepairsinc.com)



Reliable Repairs, Inc. is a "Jack-of-all-trades" business. RRI is a handyman/repair service specializing in small to medium projects. We assist retail and commercial businesses, real estate agents, professional maintenance providers and homeowners. We do anything from installing and repairing toilets, sinks, faucets, fans, screens, lights, light switches, drywall, tiling, locks, windows, door closers, drawer slides and just about any other miscellaneous repair. RRI caulks, paints, power washes, strips, and assembles.



## Enhanced Listing

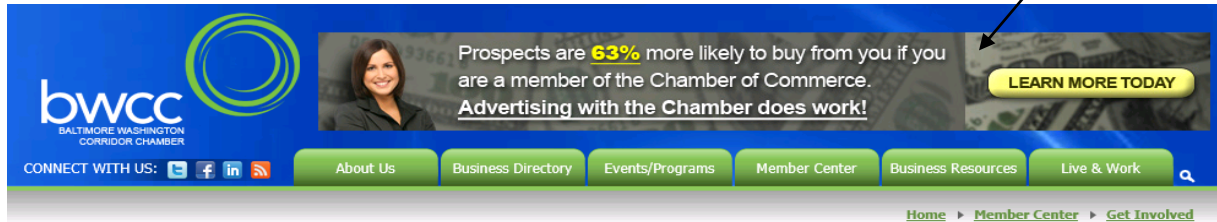
Includes all level 3 & 4 features, plus a video of your business. One year listing - \$100.

## BWCC WEBSITE ADVERTISING OPTIONS

**Banner Ads:** High visibility display at the top of each page  
 Home Page – Only three ad spots available. Each ad \$2500 per year.  
 Interior Page – Top of any page – Each ad \$500/year.  
 Ad size = 728px X 90px    Format required - jpg

**Block Ads-** Interior pages only. Each ad \$350/year.  
 Ad size = 300px X 250px    Format required – jpg

Banner Ad



### Get Involved

#### Maximize Your Membership Smart Start Plan

Thank you for choosing BWCC as your chamber of choice. Your membership offers many avenues for meeting new prospects, promoting your business, saving money, learning new skills and more. Whether you are a brand new member, just starting out or a current member seeking ways get more out of your membership, this Smart Start Plan is designed to help you.

Smart Start Plan	Date Completed
<b>Attend a Membership 101 class.</b> Held monthly. Offers a fun and interactive look at the benefits of membership, free business development ideas and useful networking tips that can help make your next networking event more comfortable.	
Confirm that you are receiving the weekly "Corridor Connections" and the monthly BWCC Newsletter by email from BWCC. If not, or if you want to add/change an employee name, contact bwcc@bwcc.org	
Check out BWCC's <b>calendar of events</b> at www.bwcc.org and pick at least one event each month to attend.	
<b>Choose a committee</b> that interests you and attend the next meeting as a visitor to learn more and decide if you want to get involved. List of committees can be found on the BWCC website at www.bwcc.org	
Add 20 of your business cards to the members-only <b>business card display</b> found in the BWCC conference room. Feel free to extract other member's cards that interest you.	
Submit your business card to our business to access the BWCC committee Card to	
<b>Send notes of welcome</b> to new members posted in each newsletter issue. Include a P.S. that briefly describes your business and a special offer to try your product or service.	
Sign up to save money on office supplies through the <b>Office Depot savings</b> program. <b>Save money on your energy bills</b> (commercial and residential accounts) through the BWCC energy cooperative. Details and applications found online at www.bwcc.org	

- Join the Chamber
- Register for an Event
- Search the Directory

#### Quick Links

- [Member Login](#)
- [Get Involved](#)
- [FAQs](#)
- [Hot Deals](#)
- [Saving with the Chamber](#)
- [Advertise Your Business](#)
- [Celebrate Your Business](#)
- [Refer a Friend](#)
- [Download the BWCC Logo](#)

Block Ad



**BWCC PUBLICATIONS - WEEKLY & MONTHLY ADVERTISING RATES**

**Weekly Email Blast - Corridor Connections** – Place your ad in BWCC's weekly e-news delivered to both members and non-members every Tuesday morning outlining upcoming events and important news alert information. *Distribution: 4000*

- Large Banner Ad - \$75 per week (700 px X 350 px)
  - Small Block Ad - \$50 per week (200 px X 200 px)
- Ads must be submitted by the Wednesday before the email distribution.

**Monthly Newsletter** – Advertise in BWCC's monthly electronic newsletter to member's only delivered during the first week of each month and showcasing news from the BWCC, regional developments including BRAC & Cyber Command updates, news from members, and relevant legislative and business development updates and information. *Distribution: 2000*

- Large Banner Ad - \$200 per month (700 px X 350 px)
- Small Block Ad - \$100 per month (200 px X 200 px)

Ads must be submitted by the 21<sup>st</sup> day of the month before the email distribution. Please use the exact size specifications (width x length). Ads will appear in color, formatted to fit within the selected publication. Please submit camera ready ads in .jpg or .png format.

**\*\*SPECIAL\*\*:** Buy 3 months, get 1 free. Valid through June 2012. For more information or to reserve ad space in an upcoming publication, please call 301-725-4000.

**CORRIDOR CONNECTIONS/NEWSLETTER AD SAMPLES**

**Large Banner Ad**



**Small Block Ad**



Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Advertising Order Form

Item	Member Rate	Non-Member Rate
<b>Upgraded Business Listing on BWCC Website.</b> Includes: Standard listing features plus your company name in bold/larger size with color added, "Visit Website" link, Member Since Date, "Learn more" link, Business logo and photo.	\$50 per year	N/A
<b>Enhanced Company Listing on BWCC Website.</b> Includes: Standard and Upgraded features plus embedded video on your business.	\$100 per year	N/A
<b>Corridor Connections Advertising</b> Weekly Events/News Alert – Distribution 4000 • Large Banner Ad (700px X 350px) • Small Block Ad (200px X 200px)	<b>Special Offer</b> Buy 3/Get 1 Free \$75 per week \$50 per week	Large Banner Ad \$350
<b>Monthly Newsletter Advertising</b> – Regional/Local/Member News Distribution 2000 • Large Banner Ad (700px X 350px) • Small Block Ad (200px X 200px)	<b>Special Offer</b> Buy 3/Get 1 free. \$200 per month \$100 per month	Large Banner Ad \$500
<b>Website Advertising @ www.bwcc.org</b>  Home Page Banner Ad (may be one of three rotating) 728px X 90px  Internal Banner Ad - 728px X 90px  Internal Block Ad – 300px X 250px	Home pg. \$2500/yr  Internal Banner Ad \$500/yr  Block Ad - \$350/yr	N/A
<b>Spotlight on Business</b> – Appears in newsletter (month of your choice) and for one month on BWCC website. 250 words plus logo or photo.	\$200	\$650
<b>List of Members in Excel</b> - Includes main contact name, company name, address, phone, fax, email, and website. Excel format.	\$150	\$450
<b>Logo In Lights</b> – Your company logo prominently displayed in ceiling of the busy BWCC conference room. Hundreds of visitors a year.	\$450/year Renewal \$250/yr	\$1200/yr

**PAYMENT METHOD:**

- Check - Make payable to: BWCC
- Credit Card: Discover - VISA - MasterCard - American Express

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

File: Marketing/Advertising/2012 BWCC Advertising Kit

**Two Ways to Order**

1. Call the BWCC office at 301-725-4000 or 410-792-9714 to place your order with a dedicated staff member.
2. Mail, fax or email a completed order form with payment to BWCC.