



## Advertising Opportunity: Need to Knows Newsletter

Reach 10,000+ engaged local business and civic leaders by advertising in Chamber President Greg Reibman's popular Need to Knows email newsletter.

Delivered twice weekly with an average open rate over 50%, each newsletter edition includes local news, business updates, and upcoming events curated by chamber staff.

Members and nonprofit organizations enjoy special savings — book multiple weeks at a time for additional discounts.

Included in each newsletter (2x over the course of a week):

- upper banner ad (600 x 90 px)
- lower block ad (450 x 300 px). There will be only one lower-block ad per email.
- Business/organization name in subhead text that shows in recipient's inbox

	Chamber Members		Non-Members	
Timeframe	Member For Profit	Member Nonprofit	Non-Member For Profit	Non-Member Nonprofit
One Week	\$625	\$500	\$700	\$575
Two Week Bundle	\$1,250	\$1,000	\$1,400	\$1,150
Three Week Bundle	\$1,725	\$1,425	\$1,950	\$1,650
Four Week Bundle	\$2,000	\$1,800	\$2,500	\$2,100
Five Weeks or more	\$450 per week	\$375 per week	\$600 per week	\$475 per week

Ad will link directly to a URL of your choosing.

Ad Format: JPEG or PNG

Web ad must be provided by advertiser.

Content and design subject to the chamber's approval.

**Ready to reserve your ad? Email Lise Elcock at  
ljelcock@charlesriverchamber.com or call 617-244-1864**