



Enhanced Online Business Directory Listing - \$275 annually or \$1,100 one time

LISTING

Directory enhancements allow you to upgrade your complimentary Online Membership Directory listing to bring additional visibility to your business with premium placement, added content, and visual highlights. In addition to a more detailed listing, the pop-to-the-top feature allows your listing to be displayed first. This increases your visibility and searchability. Your logo will also appear in search results for additional recognition.

- Logo
- Photos & Video
- Link to Map Image of your Choice
- Description (1600 characters available)
- Social Media Links (Facebook, Twitter, Instagram, YouTube, LinkedIn)
- Additional Bulleted Description with Links (5 lines of up to 120 characters each)
- Results Summary (displayed in search results, 200 characters available)
- Hours of Operation (100 characters available)
- Location Information/Driving Directions (200 characters available)
- Unlimited Keywords to improve your search results

Did You Know?

The Chamber website had over 59,380 views from over 21,812 unique users in 2022!

BEST PRACTICE
BLOG POST

Submit a blog post, including a hyperlink back to your website, which demonstrates industry experience and generates organic search traffic for your organization. Position yourself as an industry expert and build rapport with business and community leaders in Catawba County, while boosting your SEO.

Standard - \$125

- Includes 1 photo or logo (JPG or PNG format)
- Includes article up to 750 words
- Includes 1 hyperlink
- Featured on front of Chamber webpage immediately after publishing

Deluxe - \$200

- Includes up to 3 photos and/or logo (JPG or PNG format)
- Includes article up to 1,250 words
- Ability to feature a video within your post (video will not be uploaded, you must provide a link to where it's hosted)
- Includes 1 hyperlink
- Featured on front of Chamber webpage immediately after publishing AND shared on social media

E-NEWS

E-Newsletter Block Ad - \$75

Includes:

- Business logo and/or small graphic (JPG or PNG format)
- Description of up to 50 words
- Link to your website, a PDF document, and/or word document.

Photo no larger than 2"x2"

Example:



American Heart Association encourages you to Save the Date for the 2023 Catawba Valley Heart Ball on February 18. Information can be found [here](#) and tickets can be purchased [here](#). Email [Whitby](#) here for sponsorship or auction donation inquiries.

*Shareholder announcement by American Heart Association

Did You Know? The Chamber e-newsletter is sent out weekly to over 3,000 subscribers with an above average industry open rate!

RIBBON
CUTTINGS

Complimentary Ribbon Cutting

- Scissors, ribbon, printed agenda, e-news announcement
- Remarks by elected official and Chamber leadership
- Event photography

Premium Ribbon Cutting - \$175

- Block ad in our e-newsletter for event promotion, with business logo
- 250 word blog post on our website, linked in e-newsletter post event
- Ribbon Cutting photo will be featured in our e-newsletter
- Optional, by request – 2 Celebration Confetti Cannons during ceremony (biodegradable)

Warning: Doesn't include a clean up crew, but it's all about the photo

SPOTLIGHT

Business Profile - \$100

- Shared on social media
- Your logo and headshot/ photo of your choice
- 200 word description about your business, CEO, services, products. (business provides copy)

