

MARKETING BENEFITS BE SEEN NOW.



These Marketing benefits are available to all Chamber members. A (*) indicates a benefit that is included in higher membership levels at no cost, but can still be [purchased a la carte](#) if not already included in your membership. Please refer to the [Member Benefits Matrix](#) or visit stpete.com/membership for a full list of benefits included at each level.

STPETE.COM WEBSITE

- Two listings in the Business Directory
- Three key search words with each listing
- [Host job openings](#) & hiring opportunities through your Info Hub
- Add to and promote your upcoming events on the [Community Calendar](#)
- Press releases on [Chamber News page](#)
- Web advertising*

COMMUNICATIONS & SOCIAL MEDIA

- Social media posts re-shared to Chamber Instagram story (must tag @stpetechamber)
- Member Bright Spot Email/Blog/Social Media Post*
- Guest blog in e-newsletter and Chamber website*
- CEO Spotlight Email/Blog/Social Post
- Digital newsletter ad space*
- Social media reel* (TikTok and Instagram)

BRAND AWARENESS

- [Ribbon Cutting/Grand Opening/Celebration](#) broadcasted on Facebook Live and shared through social media channels
- "Proud Member" digital logo and window decal
- Rack card or flyer in the St. Pete Store & Visitor's Center
- Rotating ad on St. Pete Store TV*
- Host Chamber events at your location*
- Your event(s) submitted to I Love the Burg*
- News/press releases pushed out to media outlets and partners*

FAQs

How do I submit a Bright Spot or CEO Spotlight? Click here to submit a [Bright Spot request](#) and [here for the CEO Spotlight](#). Submissions go into a queue and will be created in the order we receive them. A member of our Marketing team will confirm receipt and give you an estimate of when you'll receive a draft for review, and the scheduled send/post date.

I'm having issues submitting events, job postings or press releases through the Info Hub. Who should I talk to?

Please email Lynn Cissna, Member Relations Admin for any membership or Info Hub questions.

I'm interested in selling my art or product(s) in the St. Pete Store. Who should I talk to? Awesome! Please email [Bianca Soler](#), VP of Marketing and Strategic Communications, and [Shelli Hemans](#), St. Pete Store Manager.

I want to tag @stpetechamber on social media so that my content gets reshared, which platforms should I be tagging you on? We are active on the main social media accounts (Instagram, Facebook, LinkedIn, Twitter, and TikTok). While we do our best to monitor all tags, messages, comments, and engagements on each platform, our main social media account is Instagram (because that's where most of our members are too) so your content is more likely to be shared on our Instagram story. If you've tagged us a few times and haven't seen us reshare, please [let us know](#).

I have an announcement I'd like to share to the Chamber's news page, but it isn't in a press release format. Can I still submit it? Yes. You don't need a particular format in order to share your big news. Content on the news page could be a general announcement, media advisory/alert or formal press release which you can submit through your Info Hub for approval, or send directly to bsoler@stpete.com with "Press Release" or "News" in the subject line.

If I want to place an ad for promotion through the Chamber channels, what are the ad specs/dimensions and how do I submit it? Members can place an ad on our website, newsletter, Visitor's Center TV or at events (as a sponsor).

For event ads and publication ads please contact bsoler@stpete.com as specs will vary. For all other ad specs and info, please see reverse side.

A LA CARTE BENEFITS

Bright Spot [Blog Article](#) | \$100

Bright Spot Email | \$150

Bright Spot Blog, Email & Social Media Package | \$300

Social Media post re-share or mention on Chamber Twitter, Facebook and/or LinkedIn feeds | \$40

Social Media post re-share or mention on Chamber Instagram feed (not story) | \$60 (requires approval)

Press release/announcements mass promoted/forwarded to Chamber contacts and media outlets | \$40

Rotating ad on St. Pete Store TV (16:9 Widescreen, .jpeg or .png) | \$200

Social media reel (Instagram or TikTok) | \$500

Basic production video (Q&A style, simple post-production editing) | \$2,500

16k

Contacts receive our emails about you

30%

Open Rate for a Bright Spot Email

1,300

Chamber members to network with

120

Attendees at monthly Chamber Community Connections

1k+

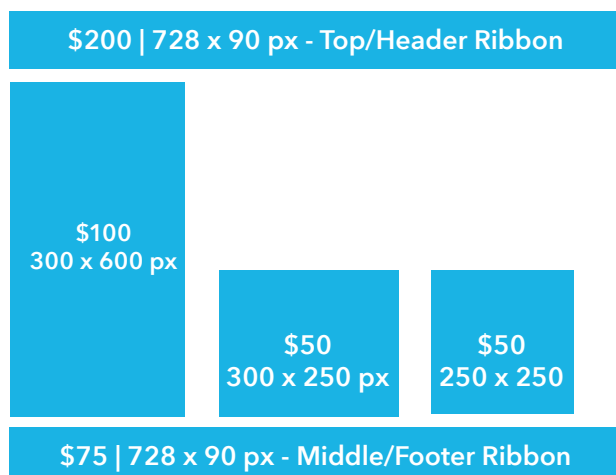
Unique visits to the Community Calendar on stpete.com/month

2,615

Unique homepage visits per month

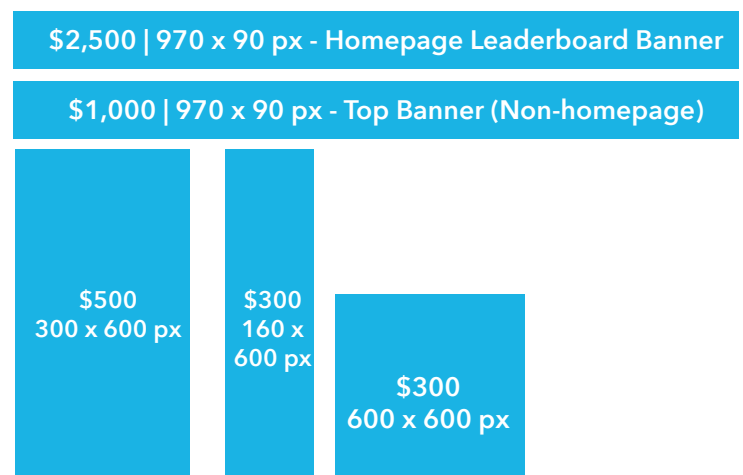
Newsletter Ads

150 - 300 dpi | JPEG, PNG, or GIF format



Web Ads

150 dpi | JPEG, PNG, or GIF format



Please note: if the above advertisements and/or benefits are not included in your membership, you will be invoiced the indicated amount.