

The Greater Washington Hispanic Chamber of Commerce

910 17th Street NW, Suite 1150, Washington, DC 20006

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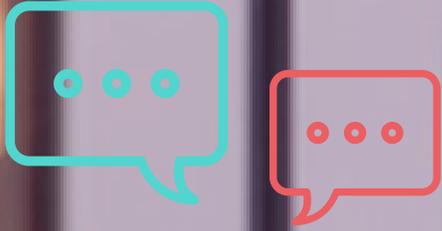


**GWHCC
DIGITAL TOOLKIT
AND
MARKETING + ADVERTISING
OPPORTUNITIES**

#GWHCC

#joinGWHCC

#GWHCCconnect



ABOUT THE GWHCC PROMOTIONAL OPPORTUNITIES



The **Greater Washington Hispanic Chamber of Commerce** aims to develop the network and tools in assisting businesses in the D.C area to grow. Every year more than **1500 businesses and organizations** participate in our events, many of whom are our members. These members range from the Washington region's largest corporations to one-person companies - and everything in between.

Chamber sponsorship and advertising continues to be one of the most useful methods of promoting your company and brand to member businesses. Whether you are seeking to build your identity, generate leads, or spotlight your corporate responsibility initiatives, **allow GWHCC to help carry your message** to 600+ Chamber members in the DMV region.

Every GWHCC event and program has **investment opportunities that fit various budgets** designed to provide maximum exposure to your company/business. In addition, the Chamber **offers numerous cost-effective advertising opportunities** that allows you to send your marketing message directly to potential new customers.

Take a look and add GWHCC to you marketing plan! View all the GWHCC advertising rates. Please contact **Idaliz Ortiz**, Marketing and Communications Coordinator, at **iortizmorales@gwhcc.org**.

Social Media Advertising:

Thank you for your interest in the GWHCC digital communications platforms. We're **delighted to work with your team on promoting** your work across our Social Media networks.

Keep in mind that in order for GWHCC to promote and/or post for *FREE* on behalf of you and/or your organization you **must be an active member and partner of the Chamber**. Non-members can still promote their events, workshops and more on the GWHCC portals for a promotional fee. **See all available options.**

In order to accommodate requests, please send any inquiries with at the latest **two (2) weeks notification** of your desired posting date. Likewise, please include your **social media handles and wording samples** in order to allow us to better amplify your content.

GWHCC Social Media Accounts:



twitter.com/gwhcc



facebook.com/TheGWHCC



instagram.com/gwhcc_dc



instagram.com/gwhcc_dc



youtube.com/GWHCC

GWHCC Communications and Marketing Department:

For social media inquiries and requests, as well as Marketing Opportunities, please contact:

IDALIZ ORTIZ MORALES

Marketing and Communications Coordinator

iortizmorales@gwhcc.org

For press, media, and other inquiries, please contact:

info@gwhcc.org



Facebook:

- Please provide all language for posts, including links and hashtags.
- Every post should be accompanied by a graphic (JPEG format) or video (uploaded with discretion and approval of GWHCC).
- PDF's cannot be shared on Facebook, please provide a URL and/or JPG instead.
- Graphic size for Facebook: 810 px x 450 px.

***We also cross-promote graphics on Instagram when appropriate.

Twitter:

- Please provide all language for posts, including links and hashtags. Remember to keep Tweets at 140 characters or less.
- Every post should be accompanied by a graphic (JPEG format) or video (uploaded with discretion and approval of GWHCC).
- PDF's cannot be shared on Twitter, please provide a URL and/or JPG instead.
- Graphic size for Twitter: 1024 px x 512 px.

Social Media Ad Costs:

- \$50: 1-2 posts per month
- \$100: 3 - 4 posts per month
- \$50-\$200: Facebook Ad with boost
- \$1,000: 8-10 posts for 12 months. (Must be used in 12 months and sent 2 weeks in advance.)

*Staff Designed ad or graphic (with business-provided text and logo only) is an additional fee of \$50 per design.

*Prices are subject to change without notice. All advertising/posting is subject to approval by the Greater Washington Hispanic Chamber of Commerce. Space is limited and reservations for ad/promotion space is required and must be approved in advance.



Email Advertising Opportunities:

Monthly Newsletter Advertisements:

The Greater Washington Hispanic Chamber of Commerce's robust email marketing is an efficient and effective way to target others in the business community. Our **monthly newsletter reaches more than 16,000 GWHCC contacts**. Our advertisement section features Ads (Flyer or JPG) linked directly back to the landing page of your choice to help you market upcoming events, specials, programs, sales and more.

Weekly Eblast Advertising:

Our **weekly E-blasts** are directly linked to our event pages on the GWHCC website. Sent out to over 20,000 GWHCC contacts every Monday, this e-blast consists of the **basic information** (date, time location, url and logo) of your event. Your posting on this eblast will be **directly linked to an event page created for your advertisement**.

Costs:

Monthly Newsletter Advertisement:

- **\$100:** one advertisement run with link to URL of your choice
- **\$150:** one advertisement accompanied with promotional message and link to URL of your choice
- **\$1,000:** 12 advertisements with link to URL of your choice. (must be used in a 12 month period and sent before the 15th of every month.)

Weekly Events Email and Events page on website:

- **\$50:** Event promotion on our "Upcoming Events" email blast with dedicated event page on our website. (In accordance with the GWHCC Content Calendar)
- **\$500:** Dedicated E-blast with logo, wording, and link to URL of your choice. Sent from the GWHCC on behalf of your organization/business/company.

Chamber Connections:

Chamber Connections is GWHCC's go-to resource in posting and gaining access to incredible job prospects and life-changing career opportunities. We are proud to introduce Chamber Connections as our newest Workforce Development program offering, bringing you more access to skilled workers for those hiring, or professional opportunities for those seeking employment.

Chamber Connections:

- **\$100.00:** one month run for each job posting (prices subject to change)

Website Advertising Opportunities:

Online Advertising of your business or organization is a vital way of being noticed by potential customers. Banner advertisements are a visual form of promotion that attracts attention instantly. Moreover, they drive site visitors in the direction of your website, events or workshops. Banner Ads on www.gwhcc.org are strategically placed on the website homepage, events page, and/or memberhub page and are linked to the website of your choice.

Advertisement Specifications:

- **Top of page** ad on website homepage header slider
- **Ad specs:** to be determined by GWHCC
- **Ranking:** First come, First serve
- **Format:** High Quality .jpg or .png
- **Delivery deadline:** To be determined by GWHCC

Advertisement Costs:

- **\$1,000:** Four-week run in one page
- **\$2,000:** eight-week run in one page
- **\$8,000:** six-month run in one page
- **\$12,000:** 12-month run in one page
- **\$20,000:** 12-month run in two pages

For more information on the weekly e-blasts, dedicated e-blast and/or website advertisements contact **Idaliz Ortiz**, Marketing and Communications Coordinator at iortizmorales@gwhcc.org.

*Ads are limited.



Free Advertising Opportunities:



The Greater Washington Hispanic Chamber of Commerce has several free opportunities to promote your business. When you make the decision to join the Chamber you are taking the first steps to a successful communications strategy!

FREE opportunities to market your business or organization:

- Promote your event in the GWHCC Event Calendar and listing page as well as the GWHCC Upcoming Events Eblast
- Create Member-to-Member discounts on the Chamber website
- Members are allotted one-four post a month on our Social Media sites
- *First come, first serve, and upon confirmation from the GWHCC Marketing team
- Enhance your business listing in the Chamber's online business directory
- Be interviewed, featured, and/or highlighted on the Chamber Newsletter, at events and/or workshops.
- GWHCC Blog (submissions must be 400 word or less and approved by GWHCC)

