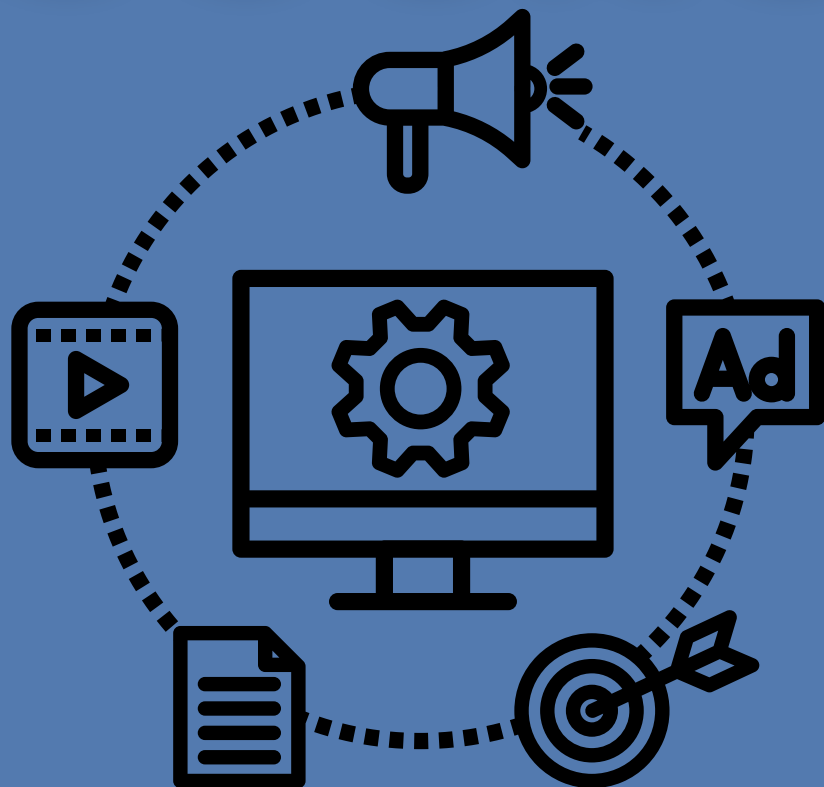




MEMBER MARKETING RESOURCES



SOCIAL MEDIA

Instagram [@ArcataChamber](#)

- If you tag us in a story or a post we will reshare it on our story to our 3400+ followers!
- If we partner on an event or Ribbon Cutting together tag us as a collaborator and we'll do the same!

Facebook [@ArcataChamberCA](#)

- If you tag us in a post we will reshare it on our feed
- We have a Members only Facebook Group

NEWSLETTER GUIDE

Follow these guidelines for the submission of materials to our newsletter.

Membership must be active to participate.



CONTACTING US

Email Gloria@ArcataChamber.com with the subject line “Newsletter Submission”

FORMATTING

**.jpg or .png image files only,
no PDFs please**

**Include the preferred hyperlink for
each image, the hyperlink can also
be the same flier but as a .PDF**

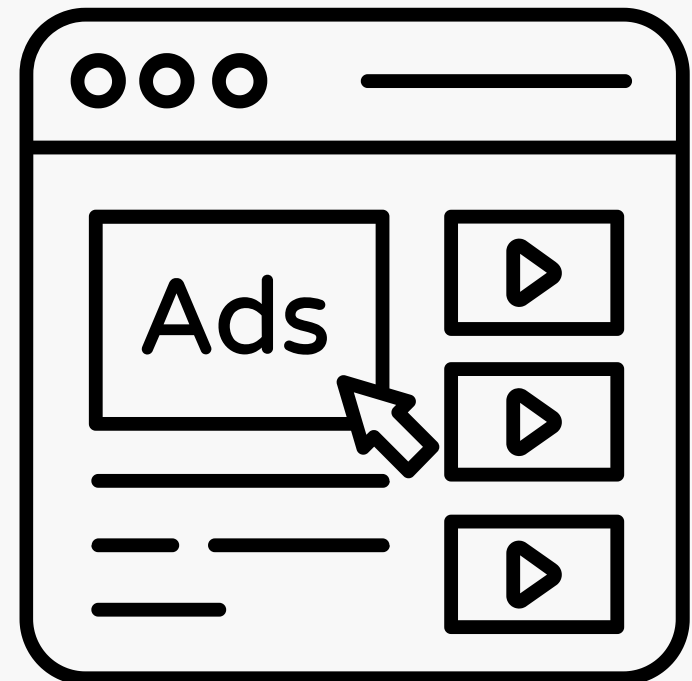
SUBMISSION AND TIMEFRAMES

**Send us files by the 27th and 13th of each month
(unless otherwise communicated). We send out
our Monthly Newsletter on the 1st and almost
always send a Member Update Letter in Mid-
Month. Please get in touch with us with any
other publishing questions.**

Paid Ads

Top Ads (“prime real estate”) in our e-letter are available and are \$25 per issue, up to 4 consecutive ads. This is first come first serve. There are 3 “paid for” ad spaces available per each issue.

- Top Ad: \$25
- Second Ad: \$20
- Third Ad: \$15



CONTENT

Try to include legible contact information and “Who, What, When, Where” info.

Entry ideas can be things like upcoming events, job openings, workshops, new programs, available grants, sidewalk sales, etc.

Date-bound events are removed once they expire.

Ongoing service ads can remain in the Newsletter indefinitely.

MEMBER INSIGHT VIDEOS

We love highlighting our member businesses with high-quality video production!

Please contact
Zach@ArcataChamber.com to schedule a
Member Insight Video for your business!

What to expect:

Zach will reach out to book a pre-production meeting and a shooting date. The pre-production meeting is crucial to determine the needs and goals of the promotional video.

What you need:

To produce high-quality video content to showcase your business Zach will need any branding assets for promotion. It is also a good idea to outline your needs and wants. For example, you might NEED to promote an upcoming sale and WANT to highlight a certain product.

Delivery of final product:

We will post the final product on the Arcata Chamber Instagram and Facebook, make sure to accept as a collaborator on Instagram! Zach will go over with you how to download and upload the final video to your own social media and can assist with any other technical issues.