

SAN LUIS  
OBISPO  
CHAMBER  
*of*  
COMMERCE



# Marketing

opportunities



# Online Advertising

Whether your customers are local or visiting, businesses or individuals, the SLO Chamber offers a variety of digital and physical opportunities to connect with your ideal audience.



## Enhanced listing

Showcase your business above the standard listings. It includes a 300 px wide image that can be a logo or photo to enhance your branding and help your information stand out among the rest.

An enhanced website listing puts your business at the top of the business directory search results and gives you more ways to tell your company's story with greater image options. Enhanced listings increase your impressions and exposure on slochamber.org.

**\$365 for the year**

## Banner Ads

Attract local and out of town business leaders looking for news and information, registering for events and evaluating San Luis Obispo as a place to call home.

A great way to keep your brand top of mind.

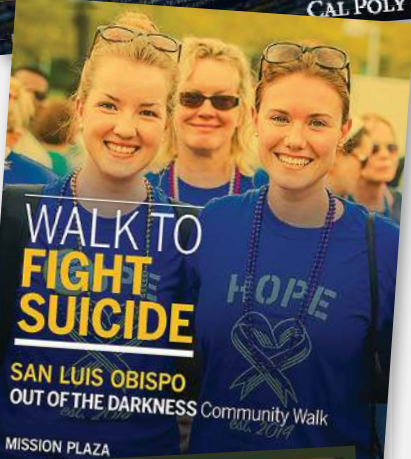
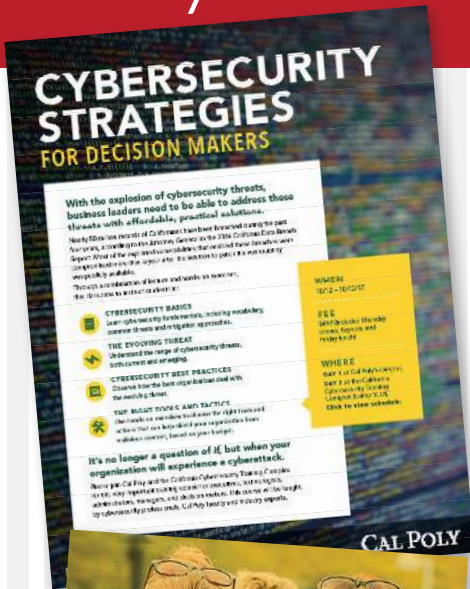
Annual Sessions: 110,000+  
Annual Page Views: 500,000+

Ads are run of site

**1 Month - \$85**  
**6 Months - \$420**  
**12 Months - \$780**

All banner ads are 160px wide x 300px high

# e-Flyers



## e-Flyers

Looking for an easy way to reach more than 4,000 locals? e-Flyers are a monthly email advertising blast sent to the Chamber's membership. All you have to do is send us your flyer by the 2nd Wednesday of the month.

\$175 per e-Flyer

\$125 per e-Flyer nonprofit

# Publications

Build awareness with your customers so you are top of mind when they are ready to purchase. Complimentary ad design and digital presence on top trafficked sites in the region is included with all publication advertising. Each publication is:

- Direct mailed to more than 4,000 Chamber members
- Included in all Chamber relocation packages
- Distributed throughout the year at key Cal Poly & SLO County events
- Mailed by local employers as recruitment to candidates around the country
- Shared with all new Chamber members throughout the year
- Available for purchase at the Chamber's Visitor Center, serving more than 80,000 people annually
- The go-to resource for those inquiring about visiting and relocating to the area; more than 2,500 requests fulfilled per year
- Free copies delivered to our advertisers throughout the year

## Relocation & Referral Guide

This guide is a recruitment package for your business. Use it to attract prospective employees looking for information about schools, home values, crime rates, where to live for warm nights, where to look for arts and culture, and where a trailing spouse can find everything from employment opportunities to coffee shop options.

**\$415 - \$3,500**

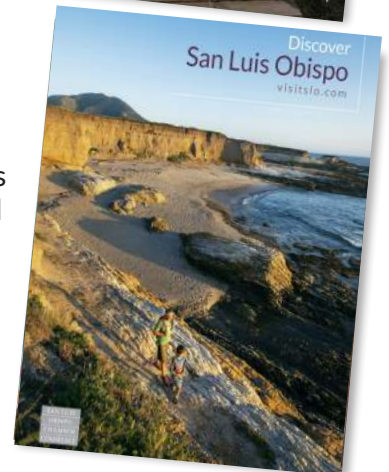


## Visitors Guide

The County's premier travel guide features all the sights and attractions of the Central Coast and has an annual distribution reaching more than 200,000 readers.

- Copies of the guide are distributed to area hotels for in-room use
- Used as tourism reference guides in area offices, waiting rooms, wineries and the airport

**\$550 - \$3,900**



## SLO City/County Map

Distributed through the Visitor Center and included in relocation packets, more than 30,000 City/County maps are utilized annually. The map features local bike paths as well as hiking trails.

- Used as tourism reference guides in area offices, waiting rooms, wineries and the airport

**\$370 - \$2000**





# Networking

Expand your knowledge, connect with potential clients, and build your brand. There are a wide range of opportunities for you to expand your presence at events where people are interacting with fellow members, developing contacts, and expanding their networks.

## Membership Mixers

On the third Wednesday, 5:30-7:30pm, of each month a different Chamber member hosts the Membership Mixer. This free networking event is attended by approximately 250 guests and no RSVP is necessary. If you are interested in hosting a mixer please contact [membership@slochamber.org](mailto:membership@slochamber.org).

## EXPO at the Expo

The largest business expo and relationship-building event on the Central Coast. Meet more potential clients in three hours than most will see in three months. Join more than 100+ local companies and nonprofits and put your business in front of more than 2,000 attendees.

**Exhibitor space starting at \$370**

“ I've been doing the Expo for over 11 years. While we mostly participate to stay connected with current clients, last year I made one of the best new connections that landed me over \$15,000 in business. You never know what great people you might meet at the Expo!  
-Jamie Magon  
Promotional Concepts

## Good Morning SLO

On the fourth Thursday of each month, 7:30-9am more than 250 local business and community leaders attend the Chamber's monthly Good Morning SLO breakfast. Members can buy their way onto the stage through a soapbox once every six months or have digital flyers sent to attendees to reinforce their message each month.

<b>Seats</b>	<b>\$22 presale/\$35 at the door</b>
<b>Soapbox</b>	<b>\$175</b>
<b>Flyers</b>	<b>\$80</b>
<b>Promotional table</b>	<b>\$110</b>

## Insight Studio Series

A yearlong series of workshops, trips and events created to provide business education and relationship building opportunities to our members.

The series has been designed to elevate businesses by not only inspiring leaders but also providing a learning opportunity and hands-on solutions to some of today's most prevalent business challenges. For more information, contact [jacqui@slochamber.org](mailto:jacqui@slochamber.org).

# Complimentary Promotion

Stand out to potential clients, partners, employees and investors by taking advantage of these benefits that are available to all SLO Chamber members.

## Press releases

Got news? Let us help spread it. Did you move, hire someone new, win an award or simply have a unique story to tell about your business? Write a press release, send it to [news@slochamber.org](mailto:news@slochamber.org) and we'll post it to the member news section of [slochamber.org](http://slochamber.org) and feed it out to our social media channels, getting a couple thousand eyes on it. No experience writing a press release? We have a template on [slochamber.org](http://slochamber.org).

## Ticket sales

Let the Visitor Center be your fee-free ticket booth. Centrally located and professionally staffed, the Visitor Center is the perfect place to sell your event tickets and we will do it for free! Reach out to [visitorcenter@slochamber.org](mailto:visitorcenter@slochamber.org) to get started.

## Online and publication listings

Information about your business is automatically included in our membership directory on [slochamber.org](http://slochamber.org) as well as listed in the Relocation & Referral Guide. Keep your information up to date by emailing any changes to [lori@slochamber.org](mailto:lori@slochamber.org).

## Event calendar submissions

Submit your event to our SLO County community calendar for all your events in or around the SLO County region. Just send your event information to [slochamber@slochamber.org](mailto:slochamber@slochamber.org).

## Information sent directly to you and your employees

Every one of your employees is a member of the SLO Chamber of Commerce, which means that together, we represent about one-third of the county's workforce. Keep all of your employees up to date with news, events and professional development opportunities by sending their contact information to [lori@slochamber.org](mailto:lori@slochamber.org).

## Ribbon cuttings

Celebrate your new location, grand opening or new membership with a SLO Chamber Ribbon Cutting ceremony. Invite your employees, family and friends to participate as we celebrate your new membership or company milestone with a ceremony complete with a photo on [slochamber.org](http://slochamber.org) and a social post with photos and a description of your business.

Email [membership@slochamber.org](mailto:membership@slochamber.org) for more information and to schedule.





### ▲ Visitor Center TV display

Connect with over 80,000 visitors actively seeking recommendations for their time in San Luis Obispo County. Provide visitors and locals the opportunity to keep your services top of mind, night and day.

**\$99-\$150/month**

### Relocation and visitor information packets

Thousands of requests from potential residents and visitors come into the Chamber every year. Make sure your business is one of their first impressions. While anyone can purchase these packets, members have the opportunity to have their collateral sent directly to thousands of people as an insert in each packet.

**\$475 for a year**

### Chamber member mailing list

Send out gifts, advertisements, holiday cards, or whatever you would like your fellow Chamber members to receive in the mail. Purchase a list of all current member addresses on self-adhesive labels or in an Excel spreadsheet. We do not sell email contacts.

**\$150**

# 24-Hour Information Kiosk

Connect with more than 80,000 visitors a year walking into our visitor center or those just passing by anytime, night and day. Your ad will be featured on one of the busiest downtown corners, 24 hours a day and just steps from the Mission.

**\$125-\$175/month**

**Ad Sizes:**

Full Page  
1920px X 1080px, 72 dpi  
or 26.6" X 15"

**Half Page Vertical:**

959.5px X 1080px, 72 dpi  
or 12.83" X 15"



Kiosk close-up

## Testimonials

The benefit we have received from the chamber has been invaluable to our marketing department.

-Nicole Stephens  
RRM Design Group

I continue to be thoroughly impressed by the quality and professionalism of all the chamber events that I attend. This includes GMSLO, committee presentations, mixers, Expo, state of the state, and beyond. Thanks for enriching my personal awareness.

-Dr. Gilbert Stork  
Cuesta College

I value all that you do to promote our business. I just wish I had more time to attend more of the great events the Chamber supports.

-Mary Alpaugh  
United Staffing Associates

# We connect the business community with ideas, inspiration and each other, bringing people together to shape the place we love.

Let us get the word out and connect your business.

Whether you want more eyes on your company, need to promote a nonprofit event, are in need of a web designer or want to promote a special offer, chances are you need a little help advertising. As a member of the SLO Chamber you have all channels available to talk up your business.

From the largest business-to-business tradeshow on the Central Coast to the most popular monthly breakfast event, we are here to help you succeed in your marketing.

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Connect with us  
[slochamber.org](http://slochamber.org) | [imagineslo.com](http://imagineslo.com)



San Luis Obispo Chamber of Commerce



@slochamber



@slochamber



San Luis Obispo Chamber of Commerce Group



San Luis Obispo Chamber of Commerce

(805) 781-2777 | [slochamber@slochamber.org](mailto:slochamber@slochamber.org)  
895 Monterey St., San Luis Obispo, CA, 93401