

# YOUNTVILLE

## CHAMBER of COMMERCE

### DIGITAL ADVERTISING OPPORTUNITIES

#### E-Newsletter Ad: \$50 per newsletter

Reach 1,600+ Yountville Chamber members with your exciting offer, invitation, opportunity, or announcement! The bi-weekly e-newsletter that is distributed every other Friday. Reservations a month in advance recommended, space is limited to two (2) advertisement spaces per month. Average open rate of 50%. Items needed: one photo, verbiage less than 500 characters, one hyperlink to business webpage.

#### Chamber email blast to membership: \$125 per email

Reach up to 5,000 contacts who are interested in what is happening in Yountville! Average open rate of 45%. Space is highly allocated, reservations recommended at least one month in advance. Items needed: up to 5 photos, verbiage, up to 5 hyperlinks to business webpages.

#### Instagram Stories: \$50 and \$100

This growing platform gives you access to over 31,500 of our followers! Yountville Chamber Instagram Stories can link out directly to your website. Instagram Stories are available to post on Tuesday, Thursday, and Friday. If member provides all content, Instagram Stories is \$50; if content is created by the chamber then the cost is \$100. Reservations recommended a minimum of 2 weeks in advance. Items needed: Suggested 5-7 vertical photos, call to action, preferred hashtags and hyperlink to your business page.

#### Instagram Reel: \$250 and \$350

Enhance engagement with an Instagram Reel, a dynamic video format designed to capture audience attention. Reels are available to post on Tuesday, Thursday, and Friday. You can either provide the content for \$250 or our in-house content creator will come to your business to capture the experience for \$350. Reservations recommended a minimum of 2 weeks in advance. Items needed: vertical high resolution video footage (if applicable), call to action, preferred hashtags, and hyperlink to your business page.

#### Blog: \$300 and \$500

Want something more evergreen? With over 300,000+ pageviews annually, be seen on the homepage of Yountville.com with a blog that will live on forever. You can either provide the content for \$300 or our in-house blogger will come to your business to journal the experience for \$500. Reservations recommended a minimum of one month in advance.

Have questions? Reach out to Jackie Roldan, Membership Engagement Manager at [jackie@yountville.com](mailto:jackie@yountville.com) or (707) 947-7391.

*The Yountville Chamber of Commerce is the expert in all aspects of the Yountville experience as well as a resource for the Napa Valley. We are viewed as a reliable resource for how to discover chamber members, how to discover information and resources, how to experience and learn about the region, how to share with friends, how to book a hotel, etc. with a positive, upbeat and celebratory voice.*

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