Traverse Connect is our region’s largest economic development and chamber organization - and your local marketing resource. Let us help you build your business network through our many digital platforms. Showcase your business to more than 8,000 active subscribers in one of our newsletters, or to more than 100,000 annual visitors to our website. Contact us to discuss the platform that will best fit your business needs.

### WEBSITE ADVERTISING

- **300 px wide x 250 px high**

### EMAIL ADVERTISING

### WEEKLY NEWS

**Rates:**

- Regular Ad: $200/issue
- Banner Ad: $300/issue

Weekly publication

- Ads due Friday for placement in the following Wednesday edition
- Regular ad dimensions: 200 x 200 pixels in a jpg format at 72 dpi
- Banner ad dimensions: 600 x 150 pixels/72 dpi

### TCYP MONTHLY

**Rate:** $100 per issue

Monthly publication

- Ads due the last Friday of the month for placement in the following month’s newsletter
- Graphic dimensions: 200 x 200 pixels in a jpg format at 72 dpi

### THE ADVOCATE

**Rate:** $100 per issue

Quarterly publication

- Ads due the first Friday of the month of publication
- Distributed in February, May, August and November
- Graphic dimensions: 200 x 200 pixels in a jpg format at 72 dpi

### VENTURE NEWS

**Rate:** $150 per issue

Quarterly publication

- Ads due the last Friday of the month prior to publication
- Distributed in February, May, August and November
- Graphic dimensions: 200 x 200 pixels in a jpg format at 72 dpi

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**Billed Monthly | Price**

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<td>1 month</td>
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<td>1 year</td>
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Traverse Connect Investor benefit packages at the Executive, Partner and Champion levels include the following digital advertising packages. These packages offer an additional discount from the special investor rate.

**EXECUTIVE INVESTORS**

Advertising in the following Traverse Connect channels:

- One regular-size advertisement in the Traverse Connect Weekly Bulletin
- One advertisement in the Traverse City Young Professionals Monthly newsletter

*Scheduling of advertising to be determined at time of payment.*

**Package Value: $300**

**PARTNER INVESTORS**

Advertising in the following Traverse Connect channels:

- One regular-size advertisement in the Traverse Connect Weekly Bulletin
- One advertisement in the Traverse City Young Professionals Monthly newsletter
- One-month advertisement on Traverse Connect website

*Scheduling of advertising to be determined at time of payment.*

**Package Value: $550**

**CHAMPION INVESTORS**

Advertising in the following Traverse Connect channels:

- Four advertisements in the Traverse Connect Weekly Bulletin in any size
- Four advertisements in any monthly or quarterly newsletter of your choosing
- Six-month advertisement on Traverse Connect website

*Scheduling of advertising to be determined at time of payment.*

**Package Value: $2280**