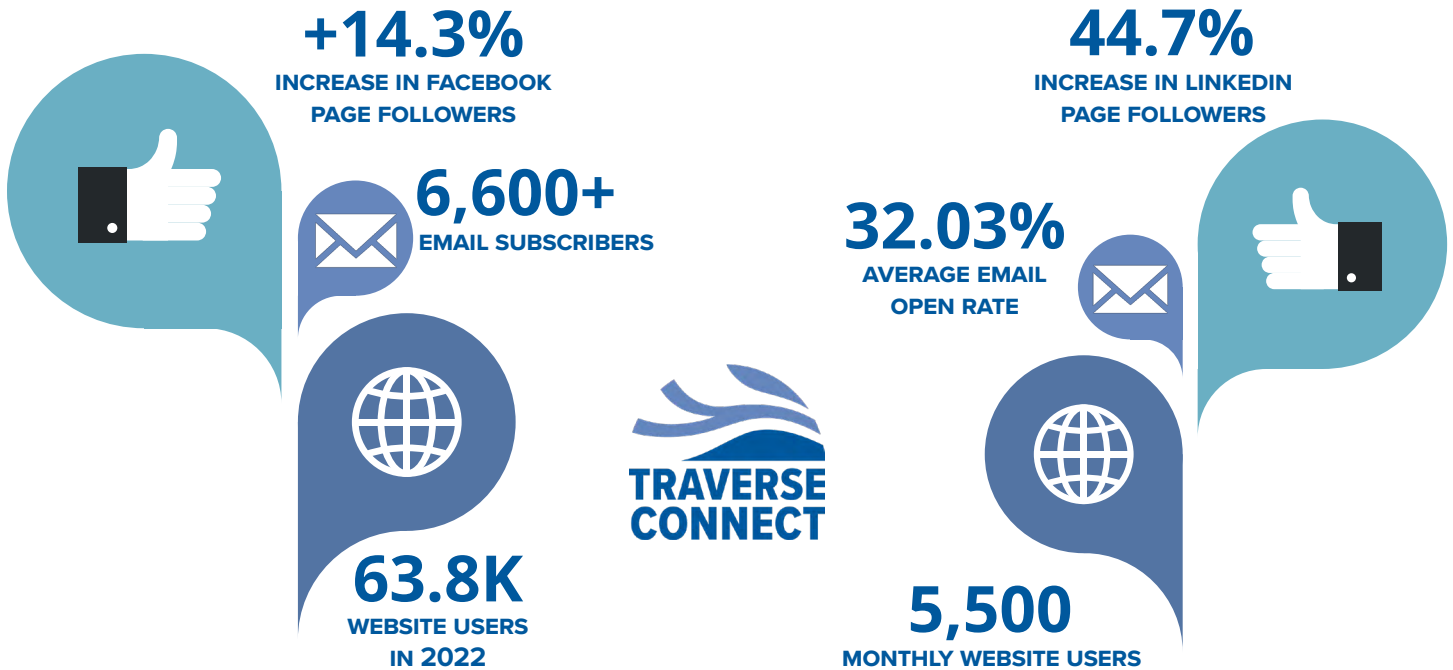




## TRAVERSE CONNECT'S DIGITAL AUDIENCE



## MAKING THE MOST OF YOUR ADVERTISING

Traverse Connect offers investors affordable digital advertising that can be scheduled weekly, monthly, or through a discounted package rate. Your advertising will reach an engaged audience of business owners and community influencers, increasing your chances of conversion.

When placing your advertisement with Traverse Connect, create a [custom campaign](#) (unique url address) to your website through tools like [Google's Campaign URL Builder](#). This will ensure that your website analytics will capture the traffic generated from your advertisement. After your ad is placed, use [Google Analytics to collect campaign data](#).

 Google Analytics | Demos & Tools

### Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information



**TRAVERSE  
CONNECT**

2023 DIGITAL ADVERTISING

REGIONAL ECONOMIC DEVELOPMENT

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 6,600 active subscribers in one of our newsletters, or to more than 63,000 annual visitors to our website, with more than 97,000 sessions each year. Contact us to discuss the platform that will best fit your business needs.

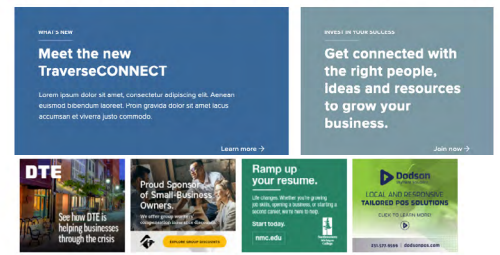
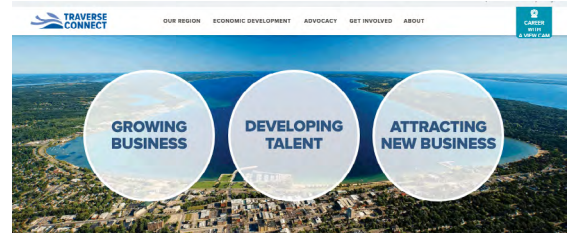
## WEBSITE ADVERTISING

Rate: \$250/month

Monthly Analytics

- 4,858 average monthly users
- 13,900 average page views
- Average bounce rate of 64% with 1.6 pages/session

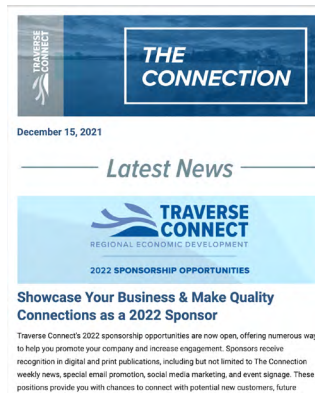
300 px wide  
X  
250 px high



## EMAIL ADVERTISING

400 px wide  
X  
400 px high

564 px wide  
X  
150 px high



## WEEKLY NEWS

Rates:

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

Weekly publication

- Ad due Friday for placement in the following week's edition
- Regular ad dimensions: 400 x 400 pixels in a jpg format at 72 dpi
- Banner ad dimensions: 564 x 150 pixels/72 dpi

## TCYP MONTHLY

Rate: \$100 per issue

Monthly publication

- Ad due the last Friday of the month for placement in the following month's newsletter
- Graphic dimensions: 400 x 400 pixels in a jpg format at 72 dpi

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**

**Package Value: \$300**

Advertising in the following Traverse Connect channels:

- One 400 px-square advertisement in The Connection
- One 400 px-square advertisement in the Traverse City Young Professionals Monthly newsletter

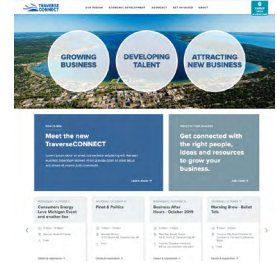
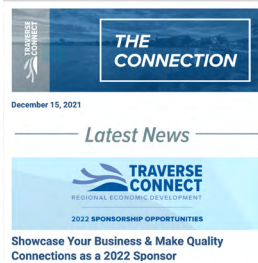


**PARTNER INVESTORS**

**Package Value: \$750**

Advertising in the following Traverse Connect channels:

- One banner advertisement (564 x 150 px) in The Connection
- One banner advertisement (564 x 150 px) in the Traverse City Young Professionals Monthly newsletter
- One-month advertisement on Traverse Connect website (300 x 250 px)

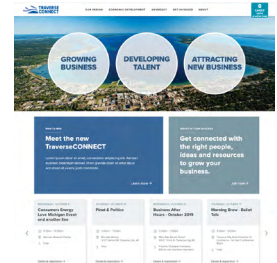
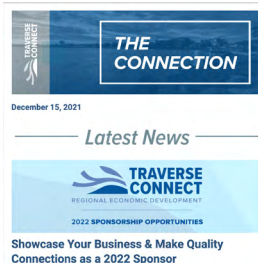


**CHAMPION INVESTORS**

**Package Value: \$3,900**

Advertising in the following Traverse Connect channels:

- Four banner advertisements (564 x 150 px) in The Connection
- Four banner advertisements (564 x 150 px) in any monthly or quarterly newsletter of your choosing
- Six-month advertisement on Traverse Connect website (300 x 250 px)



Traverse Connect offers a Content Advertising package to our Champion-level investors. This package offers businesses the opportunity to reach prospective partners and customers through articles on the Traverse Connect website shared through the The Connection, and social media channels.

**WEBSITE CONTENT**

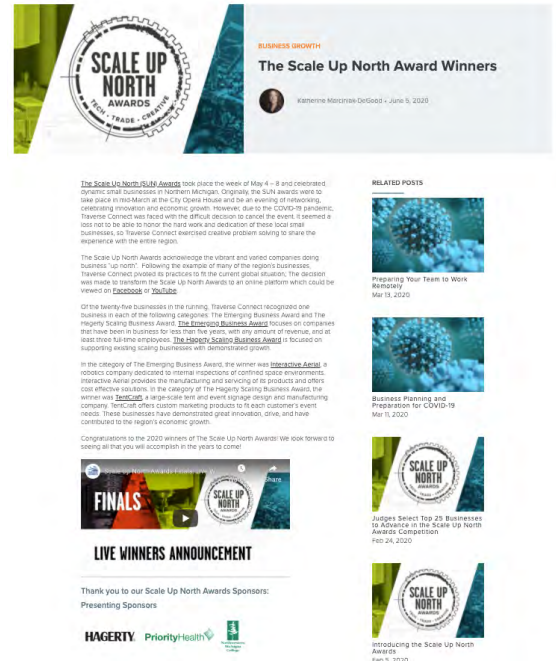
**Package Price: \$1,500 (Maximum of one package/quarter)**

Article posted to the Traverse Connect website:

- Content provided by investor company, including supporting photos, video, and graphics
- Author bio and photo to be provided by investor company
- Article to focus on one of the following categories and themes:
  - Business Attraction
  - Business Growth
  - Economic Development
  - Talent Attraction
  - Talent Retention

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

*Content to be edited and subject to approval by Traverse Connect prior to publishing.*



**THE CONNECTION & SOCIAL MEDIA**

Summary of article to be shared in one edition of the The Connection with link to full content on Traverse Connect website.

Summary of article to be shared on the Traverse Connect Facebook, LinkedIn, and Twitter social media channels. Post to be boosted to audiences in geographic and demographic categories as preferred by the investor company.

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

*Social media advertising will not exceed \$400 for all advertising placed on Facebook, LinkedIn, and Twitter. Social media boosting included in package.*

