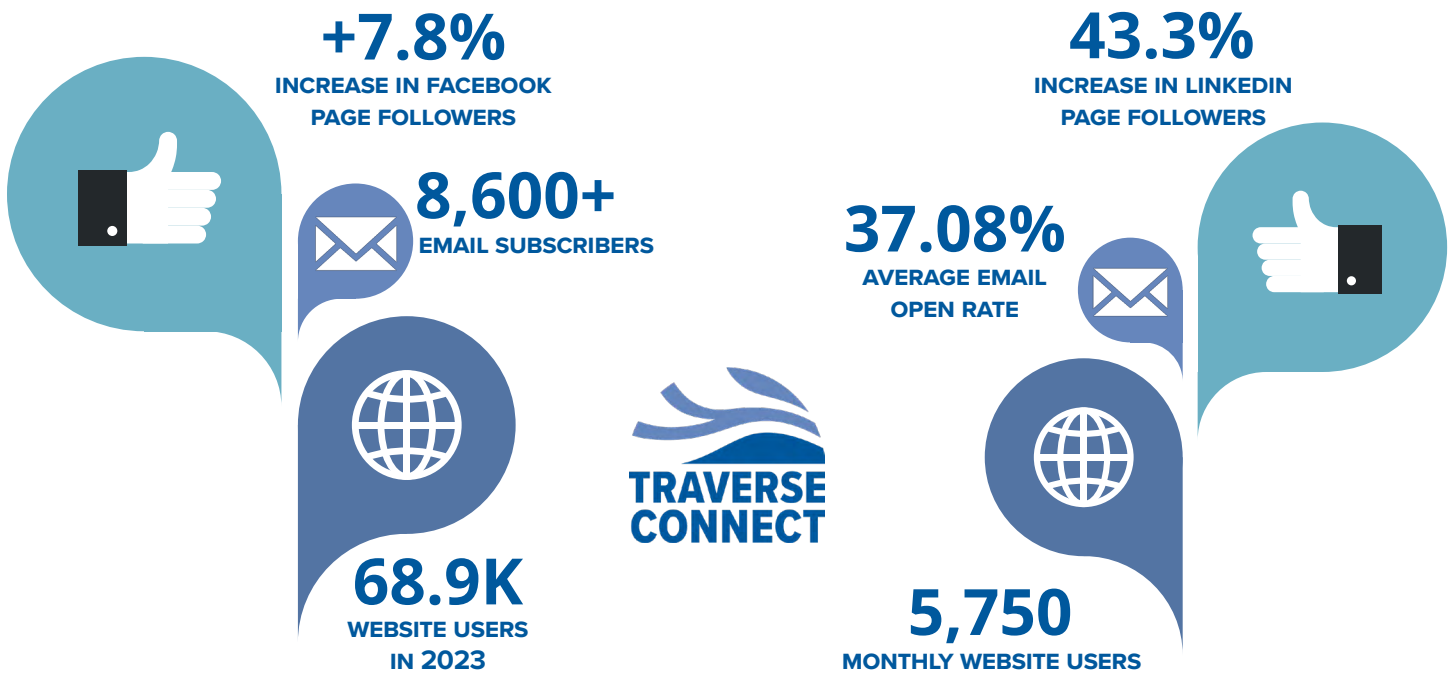




## TRAVERSE CONNECT'S DIGITAL AUDIENCE



## 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 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 68,000 annual visitors to our website, with more than 103,000 sessions each year. Contact us to discuss the platform that will best fit your business needs.

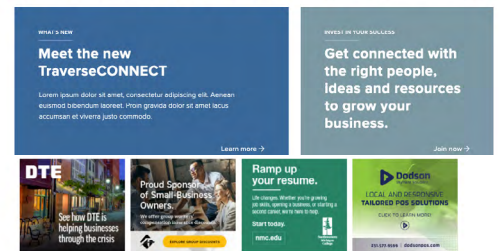
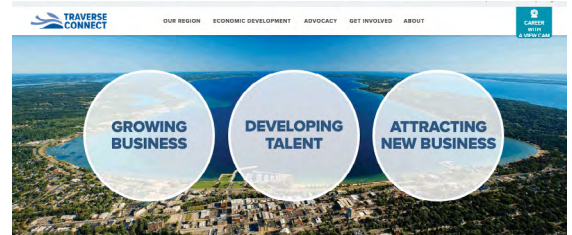
**WEBSITE ADVERTISING**

**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

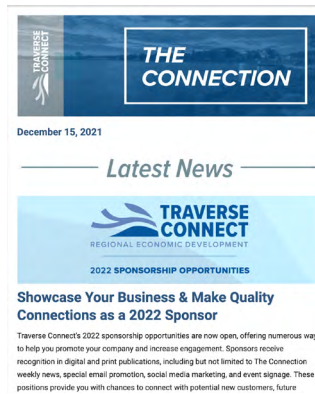
300 px wide  
X  
250 px high



**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