



TRAVERSE CONNECT'S DIGITAL AUDIENCE



**8,000+**  
EMAIL SUBSCRIBERS

**30.7%**  
AVERAGE EMAIL  
OPEN RATE



**96K**  
WEBSITE USERS  
IN 2025

**8,000**  
MONTHLY WEBSITE USERS

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**

2026 DIGITAL ADVERTISING

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 8,800 active subscribers in one of our newsletters, or to more than 89,000 annual visitors to our website, with more than 135,000 sessions each year. Contact us to discuss the platform that will best fit your business needs.

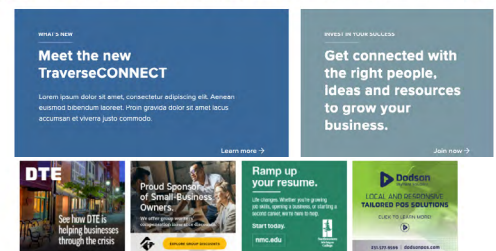
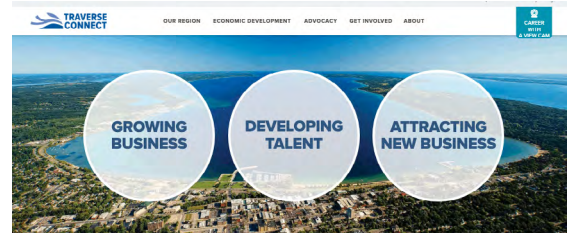
## WEBSITE ADVERTISING

Rate: \$250/month

Monthly Analytics

- 8,000 average monthly users
- 23,000 average page views
- Average bounce rate of 51% with 1.9 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



March 4, 2026

### Latest News



#### Spring Professional Development Programs

Traverse Connect has a wide array of professional development programs to help you grow your career this spring. The applications for all three programs are now open.

##### Speak with Courage

Application window: February 27 to March 13

Program dates: April to June

Speak with Courage, Traverse Connect's popular public speaking program led by instructor Dana Black, returns this spring! Speak with Courage is a hands-on, in-person, and deeply supportive class in spring 2026 for female- and non-binary-identifying leaders who want to develop their authentic voice and gain confidence as speakers in business and in life.

[Women's Leadership Cohort](#)



#### GALA Success, Thanks to TCYP Volunteers and Community Investors

Looking to meet and connect with people in the Traverse City area? TCYP volunteer events are the perfect way to meet people and have fun serving the community.

Volunteers at the GALA helped check guests in and handled coat check, while being able to take time away to enjoy the event and network with investors and community members.

TCYP will be volunteering at the State Theatre for a special Oscar Night Shift.

## 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