

ADVERTISING OPTIONS

AUDIENCE

We have built an engaged audience of business professionals in the Waikato. The Chamber network includes over 780 organisations in the Waikato with thousands of employees.

EXCLUSIVE EDM

Send your own exclusive email to our advertising database of over 5,000 people. The content is at your discretion, and we can design the layout for you if needed. Exclusive EDMs are sent on Tuesday and Thursday.

- Member price: \$429+GST
- Not-for-profit price: \$343.20+GST
- Non-member price: \$649+GST

FORTNIGHTLY NEWSLETTER AD

Include your ad in our fortnightly newsletter that goes to our database of over 5,000 people. Your ad will have priority placement in the second section of the newsletter (see example on right). The content is at your discretion, and we can design the layout for you if needed. These are sent fortnightly on a Monday morning.

- Member price: \$199+GST
- Not-for-profit price: \$159.20+GST
- Non-member price: \$299+GST

BANNER AD

Your ad will be placed on the Member Directory and Events Calendar pages, the most visited pages on our website that receive roughly 5,000 visits per month. The minimum booking period is one month.

Available for Chamber members only.

- Member price: \$155+GST per month
- Not-for-profit price: \$124+GST per month

GLOBOX OFFER

Purchase a 6-month campaign and receive it at Globox Digital's 24-month rates. You will also receive one month FREE. This option is only (1) site of a customer's choice, subject to availability.

If you are interested please email Rob.



Gallagher Chiefs Corporate
Hosting



Exclusive EDM



20 January 2025

Ata māne,

As we kick off a new year, we're excited to welcome everyone back to the office and into what promises to be a productive and successful year ahead. 2025 is full of opportunities for innovation, growth, and collaboration. Let's build on the progress we've made, tackle new challenges, and continue driving success together!

Events

We're jumping straight back into a busy year of events. February promises to deliver inspirational, informative and enjoyable content ranging from workshops, training, networking and even sports! Check out the line up of upcoming events further down in this newsletter or on our [website](#).



Fortnightly Newsletter Ad



Business Directory Search

This space could be yours!

Keyword: All Categories:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Agriculture, Forestry and Fishing
Arts, Recreation and Other Services

Banner Ad



Globox Offer

ENGAGEMENT & REACH

REACH

FORTNIGHTLY
NEWSLETTER

5,000+

SUBSCRIBERS

EXCLUSIVE EDM

4,000+

SUBSCRIBERS

BANNER AD

5,000

VISITORS PER
MONTH

ENGAGEMENT

FORTNIGHTLY
NEWSLETTER

39%

OPEN RATE
(2024 AVERAGE)

EXCLUSIVE EDM

38%

OPEN RATE
(2024 AVERAGE)

NOT A MEMBER YET?

Contact [Rob](#) to find out more about membership and benefit from the membership opportunities and discounted advertising rates!

TESTIMONIALS

“At Roar, we consistently use the Chamber EDM service to market our workshops. Without fail, it gets more eyes on our events, and we ALWAYS get registrations from this channel of marketing.”

Andrew Miller

Senior Coach, Roar Coaching

““At Raglan Boat Charters we regularly use the Chamber's EDM to engage with our loyal Waikato customers. The EDM is an important success factor in our targeted marketing campaigns over the past 4 years. The Chamber team are a pleasure to work with and their behind the scenes support is much appreciated.”

Andrew Stump

Owner, Raglan Boat Charters

CONTENT REQUIRED + T&C'S

EXCLUSIVE EDM

- Provide either the link to a Mailchimp template, or
- The content (including hyperlinks) in a Microsoft Word document laid out how you would like the EDM to look, and any images / graphics (jpg, jpeg or png file accepted) attached to the email. If you wish to include a video, provide a YouTube or Vimeo link.
- Wording for the 'Subject' line of the email.
- Mailchimp's email templates are 600 pixels wide, so it's best to use images with a maximum width of 800 – 1200 pixels. Mailchimp will resize images to 600 pixels. There is no limit to the length of an image, but keep email browser readability in mind.
- You may also include a GIF.

FORTNIGHTLY NEWSLETTER

- Provide a JPG, JPEG, or PNG file of the completed advertisement. We recommend a maximum advertisement size of 600 pixels wide and 400 pixels high. Any text or pictures provided may be shortened to fit within the standard ad size.
- If you wish to include a video, provide a YouTube or Vimeo link.
- You may also include a GIF.

BANNER AD

- Provide a JPG, JPEG or PNG image sized 480 pixels wide x 60 pixels high. Flash ads or GIFS are also accepted.
- Provide the website URL to direct the banner to.

TERMS AND CONDITIONS

1. The Waikato Chamber of Commerce (The Chamber) reserves the right to refuse advertising to any organisation.
2. Advertising dates are subject to availability, and the Chamber reserves the right to change the scheduled date of the advertising at its discretion.
3. Bookings must be confirmed no later than two weeks prior to the advertising date.
4. Content for the advertisement must be received no later than one week before the advertising date. The Chamber reserves the right to postpone the advertisement date should this deadline not be met.
5. If the Client requires the Chamber to design the Exclusive EDM or Newsletter Ad, content must be received in full no later than one week before the advertising date, and no more than three rounds of changes are permitted (with a test email sent each round).
6. Postponement or cancellation of advertising must be received no later than two weeks before the advertising date. Should notification of postponement or cancellation be received by the Chamber less than two weeks before the advertising date, the Chamber reserves the right to charge the Client in full for the service.
7. Exclusive EDMs will be sent via Mailchimp and only to the specified database.
8. The Chamber accepts no responsibility for the results or outcome of the advertising.
9. Bookings are limited to one per quarter, per organisation for each channel.