**2023 RATE CARD**

**CUMBERLAND AREA ECONOMIC DEVELOPMENT CORPORATION ENEWSLETTERS**

Get your message in front of CAEDC’s subscriber base with sponsored content and display advertising options that send users to a desired page on your website. All ads must be purchased by the month. Order forms, payment and ad content due the 15th of the previous month.

**PARTNER ENEWSLETTER**

* 3,300 Weekly Subscribers / 13,200 Monthly Impressions

**Option One: Sponsored Content - $350/month**

* Image: 400 x 400 pixels
* Title: 20 Characters
* Body: 50 Words or Less
* Link to Partner Website

**Option Two: Guest Feature - $500/month**

* Enews inclusion: 75 Words or Less
* Article posted indefinitely on [CumberlandBusiness.com/News](https://cumberlandbusiness.com/news)
  + Title: Up to 75 Characters

**Option One**

* + Body: 1,000 Words or Less
  + 1-3 Images or Logos
  + Up to 2 links to Partner Website
  + Advertiser provides content; CAEDC reserves right to edit
* Display ad on homepage of CumberlandBusiness.com for one month (avg. 5,800 session/month)
  + 322x180 pixels
  + Link to your site OR your article on CumberlandBusiness.com/News
* At least one social link to article from CAEDC Facebook or LinkedIn

**Option Three: Leaderboard - $250/month**

**Option Two**

* 600 x 75 pixels

**Option Three**

* Link to Partner Website

Graphical user interface

Description automatically generated with medium confidence

**VISITOR ENEWSLETTER**

* 14,500 Monthly Subscribers
* Only open to tourism businesses

**Sponsored Content - $100/month**

* Image: 400 x 400 pixels
* Title: 20 Characters
* Body: 50 Words or Less
* Link to Partner Website

Graphical user interface, application

Description automatically generated

**BEER TRAIL ENEWSLETTER**

* 3.000+ Monthly Subscribers
* Only open to tourism businesses

**Sponsored Content - $50/month**

* Image: 400 x 400 pixels
* Title: 20 Characters
* Body: 50 Words or Less
* Link to Partner Website

Letter

Description automatically generated with medium confidence

**2023 ORDER FORM**

**FOR CAEDC ENEWSLETTERS**

**ENEWSLETTER** (PARTNER, VISITOR, BEER TRAIL)**:**

**PLACEMENT** (SPONSORED CONTENT, DISPLAY, GUEST FEATURE)**:**

**MONTH(S):**

**COST: $**

**CONTACT INFORMATION**

BUSINESS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CONTACT NAME \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ TITLE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PHONE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ EMAIL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

SIGNATURE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PAYMENT**

Upon receipt of your order form, payment and ad content, your ad will be included in the selected enewsletter(s). We will provide confirmation of your order and instructions regarding advertisement copy.

**Form of payment:** □ Check □MasterCard □Visa □American Express

***Checks should be made payable to:*** *Cumberland Area Economic Development Organization; 53 W. South Street, Suite 1, Carlisle, PA 17013*

*There is a 2.5% fee, or minimum of $2.00, for credit card transactions.*

**Amount of payment:** $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Name on Credit Card: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Credit Card No.: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Expiration Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Card Verification Value (CVV): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Authorized Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Email your completed order form to Ashley Kurtz, akurtz@visitcumberlandvalley.com**