

## *2020 Online Advertising Opportunities*

Let us help you promote your  
business through our **social  
media networks, e-mail database  
and website!**

### **About the FACC-Chicago**

The French-American Chamber of Commerce Chicago (FACC-Chicago) is an independent, non-profit member-driven organization that fosters a thriving economic relationship between the United States and France and welcomes and supports French businesses and entrepreneurs in the Chicago and Milwaukee regions.

FACC-Chicago is the main professional forum and resource for French business leaders in the Chicago area and for U.S. companies in our region doing business in and with France.

### **Why promote your business with FACC-Chicago?**

- Our digital publications, social media and website reach a targeted audience: The Chicago and Milwaukee area French-American business community.
- We provide regional expertise and a bi-cultural network to support local companies' business needs and French companies entering the U.S. market.
- Our network includes French and American companies and individuals from a range of industries representing the diverse local economy.

# Website Advertising Options

Promote your business - and track the results. Choose from 1 of the 3 banner options below, all of which can be displayed on our homepage. Google Analytics will allow us to see the number of impressions and clicks on any ad banner you choose.

## Banner Option 1: Home page ad above the carousel

**Max width:** 1110 px; **Max height:** 250 px

**Format:** jpg / gif / png (no flash format)

**Max file size:** .98MB

## Banner Option 2: Home page after the carousel

**Max width:** 110 px; **Max height:** 200 px

**Format:** jpg / gif / png (no flash format)

**Max file size:** .98MB

## Banner Option 3: Above the homepage footer

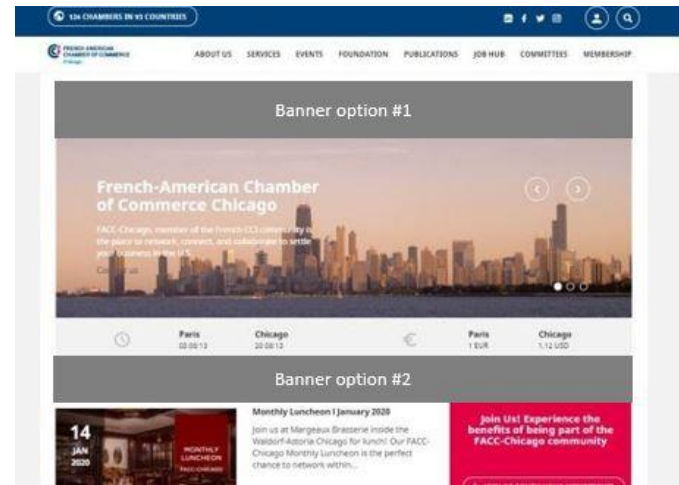
**Max width:** 110 px; **Max height:** 180 px

**Format:** jpg / gif / png (no flash format)

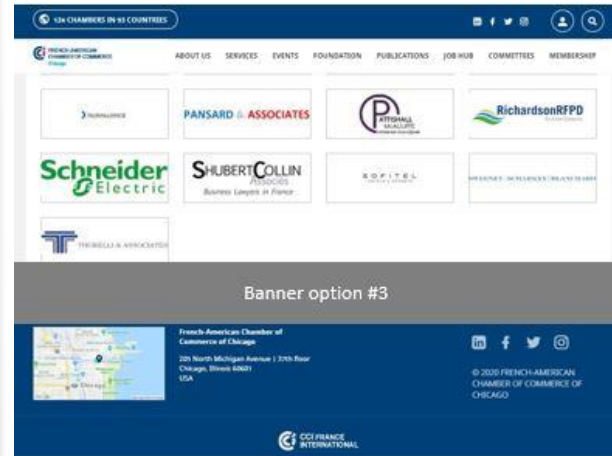
**Max file size:** .98MB

*Please note FACC-Chicago reserves the right to approve the final image.*

Top of page



Bottom of page



# Email Advertising Options

Use email to reach our database of **6,000+ contacts!**

## Email Option 1: Dedicated e-blast

Promote your business with a dedicated e-blast to our database of 6,000+ contacts. Create your own text or have us write it. Send us the photo / ad artwork of your choosing.

**Photo specs - Max width:** 600 px; **Max height:** 750 px approx.  
**Format:** jpg / gif / png (no flash format)

## Email Option 2: Ad banner (bottom of email)

Promote your business in one of our emails to our database of 6,000+ contacts.

**Dimensions:** 600 px x 200 px  
**Format:** jpg / gif / png (no flash format)

**What would the email look like? View some examples:**

[Example 1](#)

[Example 2](#)

[Example 3](#)

## Dedicated e-blast



Our Partner



## Banner (bottom of email)



Young Professionals  
06.28.2016



The Young Professionals Group (YPG)  
of the French-American Chamber of Commerce of Chicago invites you to

Curating and collecting contemporary photography, an overview of the  
profession in museums and galleries

Tuesday June 28th | 6 p.m.  
at the Museum of Contemporary Photography (MoCP)

### SPEAKERS

[Natasha Egan](#), Executive Director of the Museum of Contemporary  
Photography

[Sybille Friche](#), Director of Document Gallery



## Please Note:

- Resolution of 72PPI (pixels per inch).
- Your image should not exceed 1MB. 5MB is the maximum our platform will allow.
- FACC-Chicago reserves the right to approve the final image.

# Social Media Advertising Options

**MEMBERS ONLY:** Reach a new audience and expand your visibility through our social media networks!

## Social Media Post Options

FACC-Chicago Members can promote their business across our any or all of our social media networks: Facebook, Twitter and Instagram

### Followers

**Facebook:** 1,500  
**Twitter:** 579  
**Instagram:** 266  
**LinkedIn:** 1,500



# Advertising Rates

## WEBSITE

| Size      | Duration | Member rate | Non-member rate |
|-----------|----------|-------------|-----------------|
| Banner #1 | 1 month  | \$450       | \$600           |
| Banner #2 | 1 month  | \$400       | \$550           |
| Banner #3 | 1 month  | \$200       | \$350           |

## EMAIL

| Type                    | Number | Member rate | Non-member rate |
|-------------------------|--------|-------------|-----------------|
| Dedicated Email         | 1      | \$800       | \$1,200         |
| Banner bottom 600 x 200 | 1      | \$300       | \$450           |

## SOCIAL MEDIA

| Platforms – Pick 1 or more of our social media networks | Frequency   | Rate (reserved for Members only) |
|---|-------------|----------------------------------|
| Facebook, Twitter, Instagram                            | You decide! | \$50 per post                    |

**CONTACT US for more information:**

[tradeservices@facc-chicago.com](mailto:tradeservices@facc-chicago.com) / 312.578.0444