

*Expand your Marketing Reach with the Affiliated Chambers!*

# MEDIA KIT 2024

FACEBOOK • INSTAGRAM • LINKEDIN • TIKTOK •  
EBLASTS • GRAPHIC DESIGN + MORE!

# ABOUT US

## THE AFFILIATED CHAMBERS OF THE GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

The Affiliated Chambers of the Greater Lehigh Valley Chamber of Commerce represent the municipal and regional Chambers within Lehigh & Northampton Counties, including Emmaus Main Street Partners, East Penn Chamber of Commerce, Greater Northampton Chamber of Commerce, Greater Northern Lehigh Chamber of Commerce, Hellertown-Lower Saucon Chamber, Nazareth Area Chamber of Commerce, Southern Lehigh Chamber of Commerce, Whitehall Area Chamber and the Western Lehigh Chamber of Commerce.

The Affiliated Chambers represent the heart of the Lehigh Valley and the Main Streets that make our communities special. From Street Festivals to educational programming, from ribbon cuttings to networking mixers, the Affiliated Chambers continue to grow and connect with our communities and businesses for economic strength in the towns we call home.

By working with the Affiliated Chambers, your business has exposure to hundreds of businesses and thousands of people within our business community, as well as additional audiences that our strategic advertising reaches. We can customize your social media plan to best suit your needs and budget, as well as hit target markets through our various chambers!



### *The Affiliated Chambers Team*

**Jessica O'Donnell-Gower** • EVP, Affiliated Chambers, Easton Initiatives & Northern Tier

**Kylie Adams-Weiss** • AVP (GNLCC, WACC) & Director of Marketing & Design

**Hayden Rinde** • AVP, Affiliated Chambers (EPCC, WLCC, SLCC, EMSP)

**Sarah Yost** • Assistant Manager, Affiliated Chambers (EPCC, WLCC, SLCC, EMSP)

**Aaron Gasparetti** • Manager, Affiliated Chambers (GNACC, HLSC, NACC, WACC)

**Elyse Cuttic** • Assistant Manager, Affiliated Chambers (GNACC, HLSC, NACC, WACC)

# OUR REACH

*"...A Chamber of Communities"*

It is often said that The Chamber not only represent your local businesses, but that we are also a Chamber of Communities! Our reach is calculated by the number of Chamber Members within our geographic reach, as well as by the vastly diverse community members of the Lehigh Valley. Between our Facebook pages and other social media accounts, the Affiliated Chambers reaches an average of 33,000 people per week!

**What's new in 2024?** We pride ourselves on our reach and relevance, both on and off-screen, and our social media reflects our engagement with our communities! Across all nine Facebook pages, we've seen a growth in followers, and jumps in page reach of up an average of 9.84%! Similarly, the Affiliated Chambers' LinkedIn has seen an 8.58% increase in followers and 59.72% increase in impressions, and the @glvcc\_affiliatedchambers Instagram Account has jumped 7.49% in followers and reached over 70K in impressions in 2023. Our biggest jump has been on our newest platform -- our TikTok has seen a 30.2% increase in followers, partnered with an astounding 77% increase in video views, with an audience reach of over 10K.

We're continuing to grow year after year, utilizing social media platforms to prove our worth and expand the reach for our Chamber Members.

Please note: YTD refers to reach and engagement based on the total available analytics per platform. Reach refers to metric counts for the distribution of posts from a page, and Engagement refers to the likes, comments and shares received on all posts (including those that were deleted or removed).

## FACEBOOK: 9 GEOGRAPHIC PAGES

### EMMAUS MAIN STREET PARTNERS

FOLLOWERS	PAGE LIKES	PAGE REACH - YTD	ORGANIC PAGE REACH	CONTENT INTERACTIONS
4,262	3,598	120,234	106,680	10,300

### EAST PENN CHAMBER

FOLLOWERS	PAGE LIKES	PAGE REACH - YTD	ORGANIC PAGE REACH	CONTENT INTERACTIONS
1,909	1,604	36,290	24,657	4,389

### Greater NORTHAMPTON AREA CHAMBER

FOLLOWERS	PAGE LIKES	PAGE REACH - YTD	ORGANIC PAGE REACH	CONTENT INTERACTIONS
2,024	1,200	48,787	30,595	3,900

# OUR REACH

## GREATER NORTHERN LEHIGH CHAMBER

FOLLOWERS	PAGE LIKES	PAGE REACH - YTD	ORGANIC PAGE REACH	CONTENT INTERACTIONS
2,002	1,731	22,342	15,483	2,798

## HELLERTOWN-LOWER SAUCON CHAMBER

FOLLOWERS	PAGE LIKES	PAGE REACH - YTD	ORGANIC PAGE REACH	CONTENT INTERACTIONS
2,820	1,731	57,496	46,756	7,801

## NAZARETH AREA CHAMBER

FOLLOWERS	PAGE LIKES	PAGE REACH - YTD	ORGANIC PAGE REACH	CONTENT INTERACTIONS
3,463	3,143	58,710	50,382	8,600

## SOUTHERN LEHIGH CHAMBER

FOLLOWERS	PAGE LIKES	PAGE REACH - YTD	ORGANIC PAGE REACH	CONTENT INTERACTIONS
1,327	1,033	46,759	31,330	3,596

## WESTERN LEHIGH CHAMBER

FOLLOWERS	PAGE LIKES	PAGE REACH - YTD	ORGANIC PAGE REACH	CONTENT INTERACTIONS
868	703	38,297	28,983	2,845

## WHITEHALL AREA CHAMBER

FOLLOWERS	PAGE LIKES	PAGE REACH - YTD	ORGANIC POST REACH	CONTENT INTERACTIONS
3,207	2,914	24,905	12,970	1,519

Please note: Facebook YTD refers to reach and engagement based on the 2023-24 Fiscal Year to date. Post Reach refers to metric counts for the distribution of posts from a page, and Engagement refers to the likes, comments and shares received on all posts (including those that were deleted or removed).

# OUR REACH

## INSTAGRAM: GLVCC\_AFFILIATEDCHAMBERS

FOLLOWERS <b>1,708</b>	ACCOUNTS REACHED <b>33,084</b>	CONTENT INTERACTIONS <b>27,819</b>
POSTS: REACH, ENGAGEMENT & IMPRESSIONS <b>13,803</b>	REELS: REACH, ENGAGEMENT & IMPRESSIONS <b>9,132</b>	
STORIES: REACH, ENGAGEMENT & IMPRESSIONS <b>9,398</b>		

Instagram statistics updated January 2024 & based on 90 days - October 2023 - January 2024.  
Content Interactions & Engagement refers to all likes, comments, shares, saves, follows and views.

## LINKEDIN: AFFILIATED CHAMBERS OF THE GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

FOLLOWERS <b>1,632</b>	TOTAL IMPRESSIONS <b>142,125</b>	AVERAGE POST IMPRESSION <b>166</b>
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LinkedIn statistics updated January 2024, based on January thru December 2023.

## TIKTOK: GLVCCAFFILIATEDCHAMBERS

FOLLOWERS <b>185</b>	AUDIENCE REACHED <b>10,921</b>	TOTAL VIDEO VIEWS <b>12,836</b>	AVERAGE VIDEO VIEW <b>329</b>
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TikTok statistics updated January 2024, based on October 2023 - January 2024.

# Social Media PACKAGES

## BOOSTED POSTS

With nine geographic Facebook pages, Instagram, LinkedIn and TikTok, the Affiliated Chambers offers boosted posts on all! Pick the page(s) of your choice based on the advertising region or needs of your business, or package pages together for maximum impact and reach!

Boosted posts will be boosted for one week (1) from the designated Chamber page(s). Note: Boosted Facebook posts also shown on Instagram Feed.

## Facebook

1 CHAMBER \*  
**\$100**

3 CHAMBERS\*  
**\$275**

ALL 9 AFFILIATED CHAMBERS  
**\$800**

A LA CARTE PRICING  
AVAILABLE - SPEAK TO YOUR  
LIAISON TODAY FOR MORE  
INFORMATION!

\*Pick your choice of Geographic Affiliated Chamber(s) with these options; pricing can be increased to cover reach or time frame posted. 50% of your cost will be applied to your boosted post; if spread over multiple pages, this amount will be divided evenly between posts.

## Other Social Media

**LINKEDIN**  
**\$100 PER BOOST**

Provide us with the content you wish to be shared on our page and boost your post for one (1) week to our followers!

**TIKTOK**  
**\$50 PER PROMOTION**

Provide us with the video you wish to be shared on our page and promote your post for one (1) week to our followers! \*Note: Video ONLY.

**INSTAGRAM**  
**\$100 PER STORY**

Your post will be shared on our stories and promoted to our followers! \*Note: Flyers must be sized for Instagram Stories and High Res. Chamber-designed or Chamber-approved event flyers ONLY - this is a great enhancement to your upcoming event or ribbon cutting! **Does not include Reels.**

50% of your cost will be applied to your boosted post; if spread over multiple pages, this amount will be divided evenly between platforms if utilizing more than one. See analytics on Pages 3-5 for Reach & Followers.

# Social Media PACKAGES

Boosted Post 10-Day Bundle  
**\$999**

Get the most bang-for-your-buck with the largest audience possible! Between Facebook, Instagram & LinkedIn, packaging your boosted posts will provide maximum exposure for the best price.

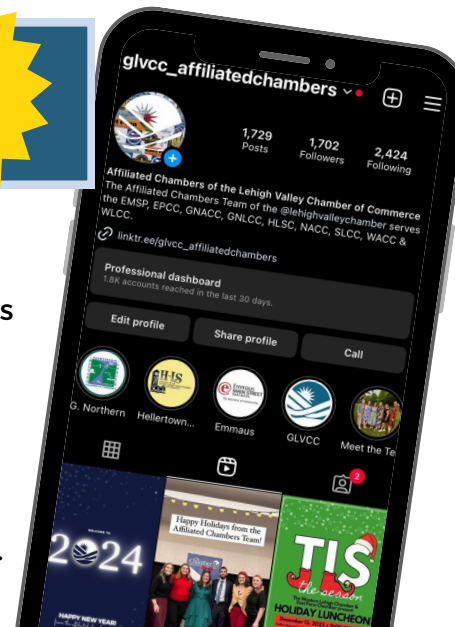
Includes an additional 3 days of boosting on all 9 Facebook Pages, Instagram and LinkedIn. Interested in multiple weeks, or a different combination of pages? Contact your Chamber Liaison today for a customized bundle that fits your needs!

## INSTAGRAM REELS

+ Tik Tok!

Since 2020, the Affiliated Chambers Instagram has proven to be great resources for getting the word to different communities and demographics. With a plethora of options, you can put your business in front of new audiences to expand your reach.

Whether you create your own content to be shared on our page or you work hand-in-hand with our Director of Marketing & Design, Instagram Reels & TikTok Videos create exposure for your brand. Videos will be tagged & cross-promoted between the Affiliated Chambers account & your company's profile.



INSTAGRAM REEL - YOU CREATE\*

**\$250**

INSTAGRAM REEL - WE CREATE\*

**\$500**

+ TIKTOK POST \*\*

**\$50**

BOOST YOUR VIDEO! \*\*\*

**\$100**

\*Instagram Reels have a reach of approximately 19,000 people, many of whom are non-followers! Reels will not be scheduled to feed to increase organic reach, but will be shared to stories once posted to reach our followers.

\*\*For an additional fee, your video will be shared to our BRAND NEW TikTok Account!

\*\*\*Boost your video to Instagram OR TikTok - or both! \$100 per boost.

# ADDITIONAL OFFERINGS

## EXCLUSIVE GEO-EMAIL BLASTS

Our bi-weekly emails are scheduled as such to allow "off weeks" to be sent on your behalf! If you have exciting news, new promotions or deals, or just want to get in front of our distribution lists, talk to us today about Geo-Email Blasts and how we can reach new audiences through email!

Geo-Email blasts are based on Affiliated Chamber regions only.

**PER EMAIL - INCLUDES  
ONE EMAIL LIST**

**\$200**

**2 BIWEEKLY EMAILS  
(CONSECUTIVE) - ONE EMAIL LIST**

**\$350**

**ADDITIONAL CHAMBERS  
(A LA CARTE PRICING)**

**\$125**

**Don't need a full email? Be included in our Bi-Weekly email at a **discounted rate!****

Our bi-weekly emails are sent every other week to each of our ten Affiliated Chambers and include upcoming events, resources and more! Add a resource or event for \$50 per email - contact your Liaison today to be included in our next send!





# ADDITIONAL OFFERINGS

## IN-HOUSE GRAPHIC DESIGN

Our In-House Graphic Design Services are now available for Chamber Members! Whether you have an upcoming event or need a specific ad designed, we are here to elevate your brand today with basic graphic design packages.

FACEBOOK EVENT FLYER\*  
INCLUDES 2 EDITS

**\$50**

ADDITIONAL EDITS  
(PER EDIT)

**\$20**

RESIZING OF ORIGINAL FLYER  
FOR SOCIAL MEDIA OR PRINT\*\*

**\$25**

**Need more than a flyer? Just ask!  
A la Carte Packages can be built to suit your needs.**

\*Original Design (unless specified) will be sized to 1920x1080 pixels and will include two (2) edits.

\*\*Resizing Options are available per request. These include (but are not limited to) resizing for Social Media (Instagram post/story), print posters/flyers, print specs for print or digital advertising (please send specific specs to [kyliea@lehighvalleychamber.org](mailto:kyliea@lehighvalleychamber.org) at time of request).

