



— 2020 —
MEDIA KIT

OUR MISSION IS TO IMPROVE THE ECONOMY AND QUALITY OF LIFE IN THE LEHIGH VALLEY.

With nearly 5,000 members who employ more than 220,000, the Chamber is the largest in Pennsylvania and New Jersey, and in the top six nationwide.

How we accomplish our mission:

- Network Building & Marketing
 - Government Affairs
 - Exclusive Member Benefits
 - Community Development
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If you have any questions about The Chamber's marketing and advertising opportunities, please contact Becca at beccal@lehighvalleychamber.org or (610) 739-1000.

CONNECTIONS

The Chamber's monthly publication, Connections, features articles, photos & event information from each of our 32 councils, chambers, and committees. Each issue is mailed out to over 6,200 individuals, and archived on our website!



Our Featured Business Stories are professionally written, full-page articles, making them a great way to showcase your business! The package also includes an ad in The Chamber's weekly newsletter, and a promotion on WAEB morning show with Bobby Gunther Walsh and Chamber President Tony Iannelli!

T3 TECHNOLOGIES LLC THREE MASTER TECHNICIANS BRINGING TOMORROW'S TECHNOLOGY, TODAY

By Jennifer Glase
A.J. and Sean Wiesner were born with technology and telecommunications in their blood. The brothers, native to Catawissa, were drawn to the industry by having a father who endured a long, successful career with the biggest telecommunications company at the time, and who also made sure there was a computer in the house since the 1980s.

At five years old the Wiesner boys could already do basic coding on a TRS80 system and by 12 years old they were wiring telephones.

As adults, the brothers continued their love for technology and went to work for their father when he opened his own telecommunications company, ATKD. And after nearly 15 years of honing and cultivating their technician skills at ATKD, in 2011 the company dissolved and the siblings decided to join forces with their longtime friend and fellow technology guru, Mark Schlosser, to create T3 Technologies LLC, a fully integrated technology solutions provider.

The Wiesner duo, along with Schlosser, came up with the name T3 to denote themselves as the company's founding three technicians, licensed electricians with 40 years of combined experience in communications.

"I tell everyone that we are technicians cubed," said A.J. Wiesner, 45. Today, the company has coined the catch phrase "tomorrow's technology, today," to follow the T3 theme.

"We are an all-in-one technology services provider," Wiesner continued. It was a Friday when A.J. Wiesner found himself without a job, after ATKD dissolved. That weekend he and his brother and Schlosser sat together in A.J.'s home and made calls from the database of

customers they had built while at ATKD. By that Monday the three men were forming T3 Technologies LLC, using A.J. Wiesner's laundry room as an office and his garage for storage.

"I don't remember sleeping for the first year," said Sean Wiesner, 44. "It was exciting, chaotic and a flurry of activity."

This went on for nearly six years, until the company's customer base grew big enough that an official space for T3 Technologies was imminent. And in 2018, T3 Technologies began operating out of its current 6,000 square-foot home on Nor Bath Boulevard in Northampton, which is double the space that the company was using previously.

"It was time for us to move out and expand and grow," A.J. Wiesner said.

Today the company has 10 employees and nine company vehicles and is blazing a trail as the Lehigh Valley's provider of choice for low voltage wiring, telephony services, video surveillance, building security and information technology services.

"We have a lot of customers that are loyal to us," said Joseph Facchiano, business partner relations for T3 Technologies.

PERSONALIZED SERVICES
According to both A.J. Wiesner and Facchiano, T3 Technologies serves a niche with small local banks and credit unions, as well as small health care practices of all kinds.

T3 also works with smaller nonprofits that are in need of protecting their donor base.

"I feel that we offer a personalized touch," A.J. Wiesner said. "We hold their hand."

Services offered by T3 include endpoint management, server management, network management, information security, disaster recovery, phone systems, structured cabling and video surveillance.

T3's customers are those that are big enough to have the need for information technology services but too small to hire their own IT department.

"We are very customer-oriented," said Stephanie Marx, office manager at T3 and the company's first employee. "We really strive to make our customers 100 percent happy, no matter how big or small."

GIVING BACK
A.J. Wiesner said he remembers when the Allentown Rescue Mission reached out in need for a lead sponsor for one of its biggest fundraisers.

Wiesner jumped at the chance for T3 Technologies to help.



Every year T3 Technologies LLC holds a customer appreciation night at Coca Cola Park to join clients for a Lehigh Valley IronPigs baseball game. L to R with IronPigs mascot are T3 owners A.J. Wiesner, Sean Wiesner and Mark Schlosser.

"We like the work of the Allentown Rescue Mission and are proud to support them."

According to Facchiano, T3 gives back to the community in various ways, including allowing its employees to give back.

The company gives Facchiano time off to volunteer for Community Partners for Kids, to promote child cyber safety. Facchiano appears on Life Lessons on the sunrise edition of WFMZ Channel 69 News, on the first Monday of every month, to talk about how to keep children safe while using the internet.

"We do a lot as a company," he said.

Facchiano serves on the boards of the Northampton Area Chamber of Commerce and the Greater Lehigh Valley Chamber's Veterans & Military Affairs Council.

Tony Jimenez, a U.S. Army veteran, is Facchiano's teammate in the business partner relations department for T3. Jimenez and Facchiano can be found in the community at many networking events where they continue to build relationships with potential clients.

When Jimenez started at T3 he was an installer, which Facchiano says gives customers the best of both worlds.

"Tony not only knows the features of the product, but he knows how we go about installing it," Facchiano said.

A LEVEL OF TRUST
As a member of the Greater Lehigh Valley Chamber of Commerce, the benefits are endless for T3 Technologies, according to Facchiano.

"We have a lot of access to a lot of good people and good customers," he said.

To coincide with the company's ef-

CONNECTIONS FEATURED BUSINESS

orts to pay it forward, being a chamber member helps.

"It provides an avenue for us to give back to the community," Facchiano said.

A MESSAGE TO START-UPS
When asked to give advice to others wanting to start a business, and takeaways from their journey as entrepreneurs, the Wiesner brothers were quick to share.

"Don't give up. Don't surrender. Keep digging," A.J. Wiesner said. "It might seem hard, but it's worth it."

Sean Wiesner added to his brother's comments.

"Create a systems-based approach for creating a business," he said. "It is extremely important."

One might think it to be hard to own a business with a sibling and a close friend, but A.J. Wiesner gave his thoughts on why he works.

"It's fantastic!" he said. "I have two people that I can trust. At the end of the day I have two people that have my back and that know that I have theirs."

Technology Solutions & Services Include

- Endpoint Management
- Server Management
- Network Management
- Information Security
- Disaster Recovery
- Phone Systems
- Structured Cabling
- Video Surveillance



100 Nor Bath Blvd., Suite 2
Northampton, PA 18067

For more information:
484.245.0050
www.t3tek.com

AD SIZES & PRICING

FULL
9.25"w x 12"h

EIGHTH
4.55"w x 2.9"h

QUARTER
4.55"w x 5.9"h

HALF
9.25"w x 5.93"h

HALF
4.55"w x 12"h

PRICING

Full-Page	\$1,200
Half-Page	\$800
Quarter-Page	\$500
Eighth-Page	\$300
Banner Ad	\$500

Flier Insertion \$1,200

Note: Must be smaller than 8.5"w x 11"h

Featured Business \$2,500

DIGITAL MARKETING

The Chamber's website has over 25,000 visitors each month. By taking advantage of our online advertising, your business will be associated with The Chamber, giving you even more credibility with potential clients & customers.

WEBSITE ADVERTISING PACKAGES

HIGH VISIBILITY (25) \$4,300

- Homepage
- Event Page (and all subpages)
- Business directory and industry pages
- Premium placement within your category

BUSINESS BUILDER (15) \$2,900

- Any interior pages
- Premium placement within your category

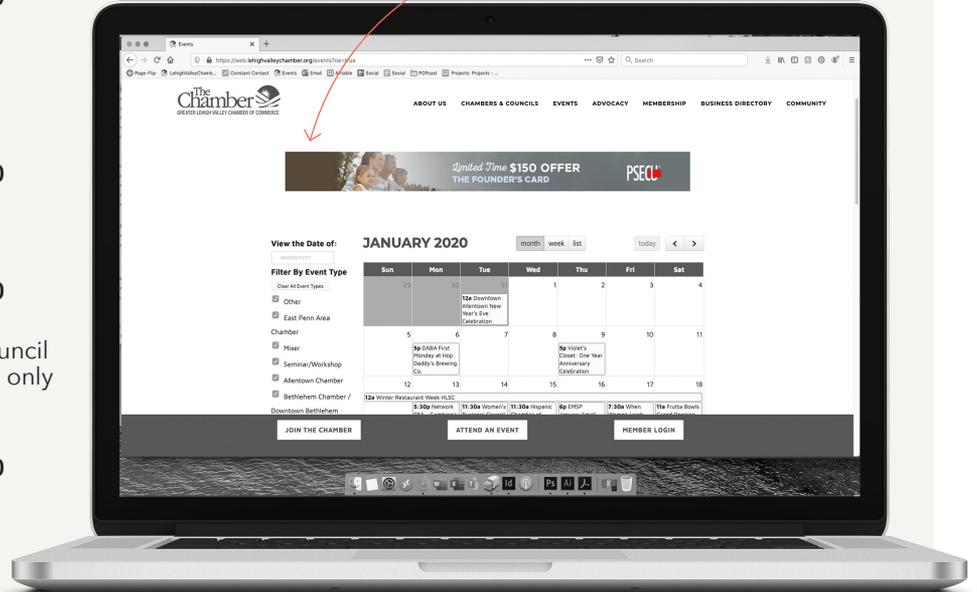
GET NOTICED (10) \$2,200

- Any featured pages
- Business directory, events, chamber & council pages, chamber community, or members only
- Premium placement within your category

ENHANCED PRESENCE (5) \$1,200

- Industry page
- Category page
- 3 additional interior pages

Banner ads are a great way to showcase your business!



On Every
Main Street!

In case you missed it...

On January 6, we launched our Power of Partnerships Podcast, also known as POPcast! Click below to tune in!

EPISODE 1 | 01.06.20
WELCOME TO POPCAST!
WITH SPECIAL GUEST JOHN HAYES

Are you interested in being a guest or sponsoring a future episode?

Contact Us!

Coming up this week...

Date	Date	Date	Date	Date
Place	Place	Place	Place	Place
City	City	City	City	City
Time	Time	Time	Time	Time
View all upcoming events!				

HORIZONTAL AD
600px wide x 125px high

That's all for now, folks! Don't forget to connect with us on social media to stay up to date on the latest Chamber news!

You can also share this email using the links below!

EMAIL ADVERTISING

Our weekly newsletter is sent to over 5,000 individuals, including local business owners and representatives from the Valley's biggest and fastest-growing companies. Placing an ad in this newsletter is a great way to ensure that your message is seen by the right people, and will keep your business top-of-mind.

PRICING

Vertical Ad	\$600
Horizontal Ad	\$500
Both	\$1,000

CONSISTENCY IS KEY!

When putting together a marketing campaign, it's important to consider how you will get your message to your audience. Spreading your message across various platforms over a set period of time will help you maximize your marketing efforts (and budget!).

SOCIAL MEDIA

The Chamber uses four platforms to get important information to our members – Instagram, Facebook, Twitter, and LinkedIn. As a Chamber member, you have access to these platforms too! Tag us in your posts using #lehighvalleychamber and we will share your event or announcement to our page, boosting your reach!

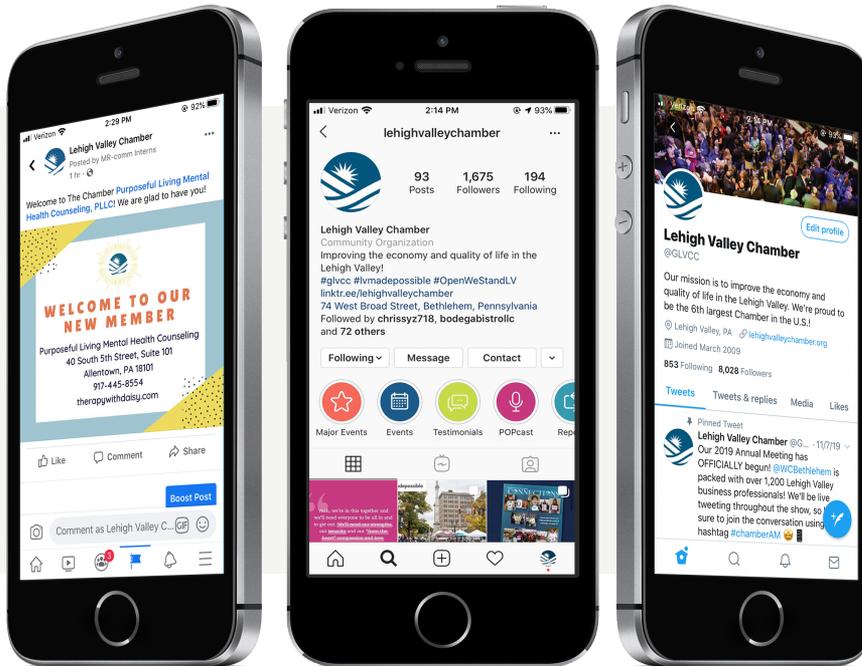
NEW BENEFIT – SOCIAL MEDIA BOOSTS

With this option, The Chamber will share your post on our Facebook page and "boost" it, which would give your business' message a reach of 11,000 to 47,000 people, depending on the tier you choose!

Why "boost" with The Chamber?

- **Credibility** – your business will be associated with our brand!
- **Increased Audience** –our pages have an average reach of 12,000 individuals per week, without any promotions!
- **Professional Guidance**– let our team of professionals do the work, while you reap the benefits! At the end of your promotion, we'll provide a customized analytics report, with suggestions to improve your online presence.

- | | |
|---------------------------------------|----------------|
| STANDARD | \$600 |
| - 3 day promotion | |
| - Average reach of 14,000 individuals | |
| PREMIER | \$1,200 |
| - 5 day promotion | |
| - Average reach of 18,000 individuals | |
| ELITE | \$2,000 |
| - 7 day promotion | |
| - Average reach of 25,000 individuals | |



-  Lehigh Valley Chamber
-  @lehighvalleychamber
-  Lehigh Valley Chamber
-  @glvcc
-  vimeo.com/glvcc
-  lehighvalleychamber.org

POPCAST

Our Power of Partnerships podcast is a bi-weekly business and networking oriented podcast focused on sharing our latest news and announcements with you, alongside some of the Valley's business leaders.

SPONSORSHIP PACKAGES

- | | |
|---|----------------|
| PLATINUM (2 AVAILABLE) | \$2,000 |
| - One 30-second commercial recorded by our co-hosts | |
| - Company listed in podcast description | |
| - Logo on promotional materials | |
| - Your banner advertisement on podcast website page | |
| GOLD (2 AVAILABLE) | \$1,000 |
| - One 30-second commercial recorded by our co-hosts | |
| - Logo on promotional materials | |
| SILVER | \$500 |
| - An acknowledgement by one of our co-hosts | |
| - Logo on promotional materials | |
| COMMERCIAL SPOT | \$300 |
| - One 15-second commercial recorded by our co-hosts | |
| - Logo on promotional materials | |



LISTEN UP!

THE CHAMBER'S POWER OF PARTNERSHIPS PODCAST IS OUT NOW.



TUNE IN ON APPLE PODCASTS OR SPOTIFY!



PROUD MEMBER LOGO

As a chamber member, you have access to use our “proud member” logo, which is a great way to boost your company’s credibility. You may use this on marketing materials, your website, and more!



PLEASE CONTACT BECCA AT BECCAL@LEHIGHVALLEYCHAMBER.ORG TO REQUEST THE LOGO!



SHOW OFF YOUR MEMBERSHIP!

When you joined The Chamber, you should have received a window cling with our proud member logo on it! Be sure to hang this on the window of your business to show customers that you are a proud Chamber member!

WHEN USING THIS LOGO, PLEASE DO NOT STRETCH OR SHRINK IT IN ANY WAY THAT DISTORTS THE IMAGE.





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