



**NANTUCKET**  
CHAMBER of COMMERCE

# MEDIA GUIDE



Photo by Brian Thoele



# Our Audience

45,000+

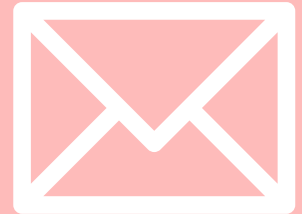
Audience on Social  
Media & Email

120,000+

Website Users in Last Year

36%

Average Email  
Open Rate



# SOCIAL MEDIA ADVERTISING

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The Nantucket Chamber has various social media platforms that we can advertise your business, events, etc. on. A free perk of being a Chamber Member are posts to our Instagram story. To be featured, please tag us, send us a DM, or email us material you would like featured.

## Social Media Feed Post Packages (posted on Facebook, Instagram, Twitter):

1 Feed Post: \$100

2 Feed Posts (must be posted at least 1 wk apart): \$175

3 Feed Posts (must be posted at least 1 wk apart): \$250



Email [pr@nantucketchamber.org](mailto:pr@nantucketchamber.org) with questions

# WEBSITE ADVERTISING 🔍



## WEBSITE ADVERTISING OPPORTUNITIES

The Chamber offers the following website advertising opportunities:

### Banner Ads:

Banner ads drive traffic to your website and increase brand awareness. A banner ad on the Nantucket Chamber website will spotlight your business. Ads are hyperlinked to the webpage of your choosing, resulting in the increased traffic for your business. These can be placed in various pages on the Chamber website. Spots are reserved on a first come first serve basis. Pricing: \$200 / month or \$575 / 3 months Banner Size: 728 x 90 pixels Stats from 3/27/22-3/27/23: 575,627 impressions



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# EMAIL MARKETING

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**FREE Newsletter Advertising:** As a part of your Chamber membership, you can advertise the following for FREE in our weekly newsletter: Events, Announcements (Awards, New Products, Etc.), and Hot Deals (Sales).

**Premium Placement:** Premium Placement Banner Ads puts you at a premium spot in our e-newsletter. On a first come first serve basis.

**Pricing: \$75 / ad Banner Size: 600 x 200 pixels FY22 Stats: Average Open Rate: 36%, Click Through Rate: 2%, Over 11,700 Subscribers**

**Individual Email Marketing :** Looking to get the word out about your business, an event, or promo? Send out an individual E-Blast to our subscribers. This can have any information you would like with flyers, photos, logos, etc. This is reserved on a first come first serve basis, information must be relevant to your Chamber member business, and the Chamber has the right to make any edits where we see fit. Subscriber lists are segmented.

**Pricing: \$350 / E-Blast FY23 Stats: Average Open Rate: 36%, Click Through Rate: 2%. Over 11,700 Subscribers**

**Member to Member Email Marketing :** Looking to get the word out about your business, an event, or promo? Send out an individual E-Blast to our members. This can have any information you would like with flyers, photos, logos, etc. This is reserved on a first come first serve basis, information must be relevant to your Chamber member business, and the Chamber has the right to make any edits where we see fit. Subscriber lists are segmented.

**Pricing: \$250/ E-Blast FY23 Stats: Average Open Rate: 36%, Click Through Rate: 2%. Over 11,700 Subscribers**



# GUIDEBOOK ADVERTISING



## GUIDEBOOK ADVERTISING

### 2024-25 Official Nantucket Guidebook

Last year's guide was distributed across 38 states and reached a combined audience of 75,000+ readers between print and digital. All members whose membership dues are paid in full by January 1, 2024, for the 2024-25 year will be listed in the directory. Members who submit all payment & materials prior to December 31, 2023, will receive a discounted rate.

**Centerfold (2 page spread) - \$5500 color**

**Full Page (with or without bleed) - \$1800 color**

**Half Page (vertical or horizontal) - \$1375 color**

**Quarter Page (vertical or horizontal) - \$935 color / \$550 B&W**

**Eighth Page - \$495 color / \$440 B&W**

### Additional rates available for premium placement

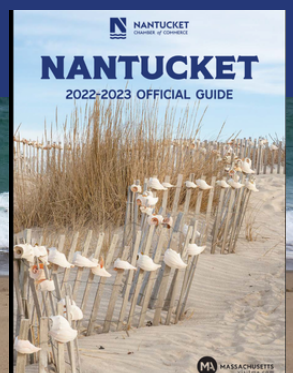
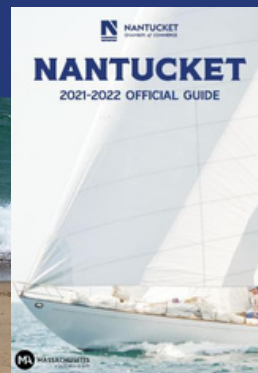
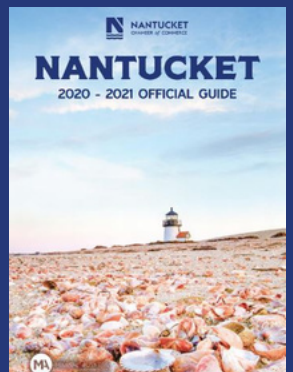
#### (Full Page ads only):

Outside Back Cover, Inside Front Cover, Page 1 & 2, Last Page, Inside Back Cover, Any full-page ad that wants a specific placement

Additional Listings: Your business can be located under various categories, getting you more exposure. This will be online, in our printed guidebook, in our digital guidebook and in our app/ interactive map. Talk to your Chamber Rep to learn more!

Pricing: \$55 per additional listing

**All prices subject to change. Please inquire with the Nantucket Chamber to get final information.**



# Sponsorship Opportunities: Nantucket Noel



## 48th Annual Christmas Stroll December 1 - 3, 2023

We invite you to participate in the 2023 Nantucket Noel Season. There are many ways to get involved and bring extra exposure to your business or organization during the holiday season. **Update your member portal with upcoming holiday openings and events at [nantucketchamber.org/login](https://nantucketchamber.org/login)**

### A CHRISTMAS WISH Sponsor

- Banner ad on Nantucket Noel page (**NOV 1 - JAN 1**)
- Large logo with prominent placement on Nantucket Noel landing page
- Prominent logo in the Official Nantucket Noel Program
- Full-page ad with premium placement in the Official Nantucket Noel Program
- Recognition in Nantucket Noel E-blast and Thank You E-blast
- Recognition in Thank You advertising
- Exclusive recognition in social media posts
- One Christmas tree in Downtown Historic District
- Nantucket Noel Commemorative Gift

### GOLD STAR Sponsor

- Large logo with prominent placement on Nantucket Noel landing page
- Prominent logo in the Official Nantucket Noel Program
- Full-page ad in the Official Nantucket Noel Program
- Recognition in Nantucket Noel E-blast and Thank You E-blast
- Exclusive recognition in social media posts
- One Christmas tree in Downtown Historic District
- Nantucket Noel Commemorative Gift

### SILVER BELLS Sponsor

- Color logo placement on Nantucket Noel webpage
- Logo in the Official Nantucket Noel Program
- Half-page ad in the Official Nantucket Noel Program
- Recognition in Nantucket Noel E-blast and Thank You E-blast
- Recognition in Thank You advertising
- Recognition in social media posts
- One Christmas tree in Downtown Historic District
- Nantucket Noel Commemorative Gift

### DECK THE HALLS

- Text link on Nantucket Noel webpage to your website
- Recognition in the Official Nantucket Noel Program
- Quarter-page ad in the Official Nantucket Noel Program
- Recognition in Nantucket Noel E-blast and thank You E-blast
- Recognition in Thank You advertising
- Recognition in social media posts
- One Christmas tree in Downtown Historic District



# Sponsorship Opportunities: Nantucket Noel



**48th Annual Christmas Stroll**  
**December 1 - 3, 2023**

## **O'CHRISTMAS TREE Sponsor**

- Recognition in the Official Nantucket Noel Program
- Recognition in Thank You advertising
- One Christmas tree in Downtown Historic District

## **HAPPY HOLIDAYS Donation**

- Recognition in Thank You advertising

## **STOREFRONT DECORATING CONTEST Participant**

- Recognition in Official Nantucket Noel Program, Nantucket Noel E-blast, Nantucket Noel webpage, and social media

More details for our 49th Annual Christmas Stroll are coming soon!

**NOTE: All sponsorships, holiday events and general information due by Friday, October 27, 2023.**



Charity Grace Photography

Email [events@nantucketchamber.org](mailto:events@nantucketchamber.org) with questions



# Sponsorship Opportunities: Nantucket Daffodil Festival



48th Nantucket Daffodil Festival  
April 25-28, 2024

Nantucket Island Chamber of Commerce proudly announces its 48th Nantucket Daffodil Festival, Thursday April 25th through Sunday April 28th, 2024! One of the most anticipated events of the year is just around the corner and we can't wait to celebrate spring with all of you. Thousands of island residents and visitors revel in the spring sunshine, beautifully decorated antique cars, community wide events and over 3 million daffodils blooming across Nantucket.

Is your business interested in sponsoring this year's Daffodil Festival? For as little as \$250, your business will be recognized across various Daffodil promotions. As your sponsorship contribution increases, so do your benefits. Your Daffodil Festival sponsorship makes this all possible and highlights your business during Nantucket's world renowned kickoff to spring.

## Daffodil Festival Sponsorship Opportunities

### Daffodil Festival Parade Sponsor

- Signature sponsor for Antique Car & Motorcycle Parade
- Logo in all parade information, banners and posts
- Prominent logo on Daffodil Festival Program (distributed across Cape & Islands)
- Full-page ad with premium placement in the Daffodil Festival Program
- Color logo on Daffodil Festival website with link to your website
- Recognition in Daffodil Weekend E-Blast and post-Daffodil 'Thank You Visitor' E-Blast (12,000 opt-ins)
- Recognition in Thank You advertising
- Banner ad on Events page
- Exclusive recognition in social media posts
- Four official commemorative Daffodil hats, pins and bags
- Two tickets to Nantucket Chamber's Flower Crown Decorating Party
- Two tickets to the Nantucket Historical Association's Flower Power Opening Party

### Antique Car Show Sponsor

- Signature sponsor for Antique Car & Motorcycle Show
- Logo on all Car Show signage and posts
- Prominent logo in Daffodil Festival Program (distributed across Cape & Islands)
- Half-page ad with premium placement in the Daffodil Festival Program
- Color logo on Daffodil Festival website with link to your website
- Recognition in Daffodil Weekend E-Blast and post-Daffodil 'Thank You Visitor' E-Blast (12,000 opt-ins)
- Recognition in Thank You advertising
- Exclusive recognition in social media posts
- Three official commemorative Daffodil hats, pins and bags
- Two tickets to Nantucket Chamber's Flower Crown Decorating Party
- Siasconset Picnic Sponsor -
- Quarter-page ad in Daffodil Festival Program
- Color logo in Daffodil Festival Program (distributed across Cape & Islands)
- Color logo on Daffodil Festival website with link to your website
- Recognition in Thank You advertising
- Recognition in Daffodil Weekend E-Blast and post-Daffodil 'Thank You Visitor' E-Blast (12,000) opt-ins
- Two official commemorative Daffodil hats, pins and bags

Email [events@nantucketchamber.org](mailto:events@nantucketchamber.org) with questions

# Sponsorship Opportunities: Nantucket Daffodil Festival



48th Nantucket Daffodil Festival  
April 25-28, 2024



## Daffodil Festival Sponsorship Opportunities

### Siasconset Picnic Sponsor

- Quarter-page ad in Daffodil Festival Program
- Color logo in Daffodil Festival Program (distributed across Cape & Islands)
- Color logo on Daffodil Festival website with link to your website
- Recognition in Thank You advertising
- Recognition in Daffodil Weekend E-Blast and post-Daffy 'Thank You Visitor' E-Blast (12,000 opt-ins)
- Two official commemorative Daffy hats, pins and bags

### Children's Beach Events Sponsor

- Your choice to sponsor the Daffy Hat Pageant, Dog Parade or Children's Bicycle Parade
- Quarter-page ad in Daffodil Festival Program
- Recognition in Daffodil Festival Program (distributed across Cape & Islands)
- Text link on Daffodil Festival website
- Recognition in Thank You advertising
- Recognition in the Daffodil Weekend E-Blast and post-Daffy 'Thank You Visitor' E-Blast (12,000 opt-ins)
- One official commemorative Daffy hat, pin and bag

### Daffy Lover Sponsor

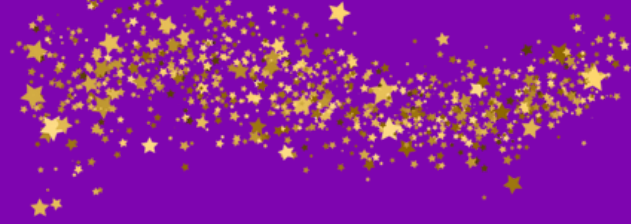
- Recognition in Daffodil Festival Program (distributed across Cape & Islands)
- Recognition on Daffodil Festival Website
- Recognition in Thank You advertising
- Recognition in the Daffodil Weekend E-Blast and post-Daffy 'Thank You Visitor' E-Blast (12,000 opt-ins)

### Daffodil Supporter

- Recognition in Thank You advertising



**NANTUCKET**  
CHAMBER of COMMERCE



# 2023 Annual Membership Celebration

Our Annual Membership Celebration is an opportunity for Nantucket Chamber to celebrate all of the contributions and support of our members in the past year.

Join us for our 2023 Annual Membership Celebration!

## Sponsorship Opportunities:

### Great Point

- Five event tickets\*
- Logo in all media releases, event materials, and online promotions with link
- Logo on Event Signage and Screens at the Dreamland throughout event
- Logo on event pamphlet
- Recognition from podium
- Preferred award seating
- Opportunity to provide promotional materials to guests at the event
- Tribute message on the Main Theatre Screen prior to award ceremony (Maximum of 40 words)

### Brant Point

- Two event tickets
- Name recognition on event website with link
- Logo on event signage and screens at the Dreamland throughout event
- Logo on event pamphlet

### 40th Pole Tribute

- One event ticket
- Name on event signage at Dreamland throughout the event
- Name on event pamphlet

### Sankaty Head

- Three event tickets\*
- Logo in all media releases, event materials, and online promotions with link
- Logo on screens at the Dreamland throughout event
- Logo on event pamphlet
- Recognition from podium
- Opportunity to provide promotional materials to guests at the event
- Tribute message on the Main Theatre Screen prior to award ceremony (Maximum of 40 words)

