

Advertising Opportunities

Our website is Winter Park's go-to source for what's happening in the community. When your business is featured, you gain more than a link; you gain credibility, stronger SEO and a powerful connection to thousands of residents, visitors and Chamber members.

13,500+

Average Monthly Sessions

10,750+

Average Monthly Visitors

1.4 Minutes

Average Dwell Time

Home Page Ad

(4 Available) (Limit 6)

Advertising on the Chamber website home page offers exposure to members, community leaders and visitors of Winter Park on **our most visited page**.

6 Months: \$1,750 | 12 Months: \$3,500

Directory Category Ad

(Limit 2 per directory)

Connect directly with customers who are already searching, on average **26,000** times a month, for your services. Advertise to members, residents and visitors of Winter Park.

6 Months: \$625 | 12 Months: \$1,250

Primary Web Page Ad

(Limit 3 Per Page)

Advertising on the Chamber primary web pages offers exposure on **our highest visited pages** to targeted member businesses, community leaders and visitors of Winter Park.

- Welcome Center
- Park Avenue
- Room Rentals
- Member Onboarding
- Events Calendar

6 Months: \$625 | 12 Months: \$1,250

Contact our Senior Director of Communications at sbiddle@winterpark.org to secure any of the above advertising opportunities.

Additional Details:

- Advertising will go online the first day of the month following receipt of agreement and payment
- Placement requests will be honored on a first-come, first-served basis
- First right of refusal is given to current advertisers
- Dimensions for each individual ad available upon request

Advertising Opportunities

Our newsletters reach more than 18,000 subscribers, including Chamber members and community members across the Winter Park area. They keep readers connected with the latest news, events, and opportunities and have an average open rate of 16.8% across issues.

18,000+

Subscribers

16.8%

Average Open Rate

RSVP Sponsor *Every Monday*

This newsletter focuses on upcoming events sponsored by the Chamber. We host more than 100 events each year, including signature experiences such as the Autumn Art Festival and series such as Good Morning Winter Park and Winter Park Professional Women.

12 Months: \$5,500

Winter Park Weekly Sponsor *Every Thursday*

This newsletter keeps decision makers, business professionals and community leaders in the know. It covers Chamber community updates, upcoming events, latest member news and business spotlights.

12 Months: \$5,500

Exclusive Email Blast

Through an exclusive broadcast email, sponsors can promote products and services, upcoming events and company news.

- Sponsors supply content
- Deployment is determined by Chamber schedule of email broadcasts
- Artwork due one week prior to delivery, JPEG or PNG formats accepted
- Sponsor will receive report of impression and click-through rates one week after email

\$495 Per Email

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RSVP & WPW Sponsorship Ad Details:

- Ad with link to website featured in the first section of the newsletter
- Ad size: 500 (w) x 500 (h) pixels max, JPEG or PNG formats accepted
- First right of refusal is given to current advertisers

Advertising Opportunities

The Winter Park Chamber of Commerce YouTube Channel gives local businesses an opportunity to tell their story, highlight what they offer and connect with the community through engaging video content. Your business has a story to tell. Let us help you share it. Explore video opportunities with the Winter Park Chamber of Commerce and get your business in the spotlight.

26,100+

Subscribers

2M+

Lifetime Views

400+

Videos

■ Member Feature Video

Spotlight your business on the Winter Park Chamber's YouTube Channel. The Chamber will produce one (1) 3-5 minute feature video about your organization, along with two vertical shorts. You'll meet with our team to set creative direction, collaborate on edits, and receive all final cuts for your website and social media. The Chamber has more than 25,000 subscribers and 2 million lifetimes views on YouTube.

\$6,000 Per Video Package

■ YouTube Channel Sponsor *Co-Sponsorship Available*

Feature your business at the top of the Chamber's biggest platform. The Winter Park Chamber has more than 25,000 subscribers and 2 million lifetimes views on YouTube. Put your logo on the channel banner and in the description of every video published during the tenure of this sponsorship. You'll also receive a monthly report that includes video views and subscribers. (Note: This sponsorship does not include creative input or direction on content.)

\$20,000 (12 Month Commitment)

■ YouTube Playlist Sponsor *Up to 8 Videos, Up to 2 Playlists*

Ready to connect your business to an engaged audience on YouTube? YouTube is the now the number two search engine in the U.S., and the Winter Park Chamber has more than 25,000 subscribers and 2 million lifetime views on YouTube. Our channel features curated playlists featuring everything from dining in Winter Park to businesses on Park Avenue to digital marketing tips. Work with our team to help design a season of up to 8 videos that includes your name and logo. Note: This sponsorship does not include a business spotlight video or creative feedback on playlist videos.)

\$4,000 Per Playlist (Up to two sponsors per season)

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Advertising Opportunities

■ Winter Park Prosperity Scorecard

The WP Prosperity Scorecard dashboard is a feature of our website and is updated quarterly with the latest information and statistics. The scorecard has been used to shape community conversations and Chamber programming, containing key indicators such as economic development and work force demographics.

Projected Circulation: 20,500+ | Audience: Winter Park Community, Chamber Members

- Full logo marketing recognition on the WPCC Winter Park Prosperity Scorecard webpage
- Recognition each time the WP Prosperity Scorecard is mentioned
- Exclusive Sponsorship
- First right of refusal for 2027

12 Months: \$5,500

■ Annual Water Bottle In-Kind Sponsorship

The Winter Park Chamber distributes bottles of water in the Welcome Center to community members and guests from all over the world. Branded bottles of water are a great opportunity to drive traffic directly to your business' doorstep.

Projected Exposure: 3,000 Annually | Audience: Guests and Community Members

- Sponsor provides branded bottles of water
- WPCC distributes to reception visitors

In-Kind Sponsor Donation