



Small Business Advertising Package

\$400
INVESTMENT

The Small Business Advertising Package is for businesses with 25 or fewer full time employees looking to increase visibility and reach Chamber members directly through E-Newsletters, Social Media, and Directories. Only 24 packages available, first come first serve.

- **Member Spotlight**

You will get your highlighted story within 5 communication platforms. This includes the Weekly E-Newsletter, Monthly Small Business Journal, and Social Media (Instagram, Facebook, LinkedIn)

*A Member spotlight is a 200 word story that can include a graphic & link.

Statistics as of 6/10/22

E-Newsletter: 1,511 Contacts, 31% Open Rate

Small Business Journal: 1,304 Contacts, 33% Open Rate

Instagram: 1,058 Followers, 8.71% Engagement Rate

Facebook: 3,088 Followers, 10.94% Engagement Rate

LinkedIn: 2,009 Followers, 6.3% Engagement Rate

- **Logo included in the La Crosse Chamber Directory and Online Relocation Guide Directory**

Lacrossechamber.com

Chooselacrosse.com

- **Member Businesses Mailing List (Excel)**

Can receive one time a year, upon request