

# MEMBER SPOTLIGHT

A targeted e-blast to Chamber members, business executives, civic leaders and decision makers

- Introduce your new business
- Promote upcoming events
- Announce product launches or services
- Advertise sales and discounts

With more than 1,200 business memberships representing 50,000 employees, nobody reaches the people who can grow your business like The Greater Naples Chamber of Commerce.

Our Member Spotlight email marketing reaches our members on Wednesdays or Fridays.

The spotlight is available on a first-come, first-served basis and it is recommended to reserve your date weeks in advance as availability fills up quickly. **Payment in advance reserves your date.**

Why does email marketing work?

- Brand recognition
- Data driven, targeted marketing
- Drives direct sales
- Builds relationships, loyalty and trust
- Supports sales through other channels



**A Creative and Fun Way to Meet New Customers...and Support Your Local Zoo!**

When your business joins the zoo's Member Affinity Program, you are supporting the Naples Zoo's education, conservation and programs while gaining exposure to Naples Zoo members and visitors.

**It's Easy!**

1. Sign up your business for the Naples Zoo Member Affinity Program.
2. Tell us what discount or special promotion you would like to offer to Naples Zoo members. (eg \$2 or 5% off your purchase, Buy One Get One, etc.)
3. Naples Zoo will promote your business and offer to our approximately **7500 member households** throughout the year.
4. Honor the discount when a Naples Zoo member shows their Naples Zoo membership card when making a purchase!

**All for the low price of \$500 PER YEAR!**

Contact Marci at (239) 262-5409 ext 147 or [marci@napleszoo.org](mailto:marci@napleszoo.org) to sign up or for more information

**Don't Wait! Sign-Ups must be made by September 15th!**

## Member Rates

1 for \$250 (Non-Profit Member)

1 for \$350 (Profit Member)

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2 for \$650 or 3 for \$900

- Member must provide the image/file for the member spotlight & subject line
- File must be PNG, JPG or GIF file in RGB format - PDF's not accepted
- Must be 600 pixels wide
- Resolution: 150 dpi
- File size not to exceed 350 KB
- Hyperlink provided for a click-through

Send materials to Madeline Young,  
[madeline@napleschamber.org](mailto:madeline@napleschamber.org)