



**CARBON CHAMBER
& ECONOMIC DEVELOPMENT**

2026 MEDIA KIT

THE CCEDC IS A POWERFUL MARKETING PARTNER.

The Carbon Chamber & Economic Development Corporation is a proud partner of the Greater Lehigh Valley Chamber of Commerce—the largest Chamber of Commerce in Pennsylvania and the sixth largest in the United States. Through this partnership, CCEDC connects local businesses to one of the most expansive and influential chamber networks in the country.

Together, this network represents 5,000 member businesses and more than 228,000 employees across the region. Through 33 partner chambers and councils, CCEDC offers access to a broad, engaged audience and meaningful opportunities to expand reach, increase visibility, and strengthen brand recognition.

By marketing with CCEDC, your business gains exposure not only within the local Chamber community, but also through strategic advertising channels that reach audiences across Carbon County and beyond. Our team works with you to tailor marketing opportunities that align with your goals, budget, and target audience—ensuring your message reaches the right people, in the right places.

Have questions? Just ask. We're here to help.



MEET YOUR CCEDC TEAM



KYLIE ADAMS-WEISS

SVP, CCEDC
CARBON CHAMBER & ECONOMIC
DEVELOPMENT CORPORATION



JESSICA O'DONNELL-GOWER

EVP, NORTHERN TIER
GREATER LEHIGH VALLEY
CHAMBER OF COMMERCE



JARED SOTO

**ECONOMIC DEVELOPMENT
SPECIALIST**
CARBON CHAMBER & ECONOMIC
DEVELOPMENT CORPORATION



EMILY SEWILLO

PROGRAM COORDINATOR
CARBON CHAMBER & ECONOMIC
DEVELOPMENT CORPORATION

OUR PURPOSE IS TO ADVANCE BALANCED ECONOMIC GROWTH AND QUALITY-OF-LIFE SOLUTIONS IN CARBON COUNTY.

How we accomplish our mission:

- Network Building & **Marketing**
 - Government Affairs
 - Exclusive Member Benefits
 - Community & Economic Development
-

CONTENT

The following opportunities are designed to help businesses increase visibility, strengthen brand recognition, and connect with engaged audiences through trusted Chamber channels.

- CONNECTIONS ADVERTISING
- SOCIAL MEDIA
- FEATURED BUSINESS OF THE MONTH & IN-HOUSE GRAPHIC DESIGN
- CARBON COUNTY EBLASTS & ELINK ADVERTISING
- CCEDC WEBSITE BANNER ADS & PROUD MEMBER LOGO

Questions or ready to get started?

Contact Kylie Adams-Weiss at kadams@carboncountychamber.org
or Emily Sewilo at esewilo@carboncountychamber.org.

CONNECTIONS

Connections is the Carbon Chamber's flagship monthly publication, featuring news, events, and information from CCEDC and its 32 partner chambers and councils across the Greater Lehigh Valley. Each issue is mailed to more than 6,200 recipients and archived on the Chamber website, providing both immediate and long-term visibility for advertisers.



Our Featured Business Stories are professionally written, full-page articles, making them a great way to showcase your business! The package also includes:

- Full Page Story advertorial in Connections
- A Quarter Page ad in the following Connections Issue
- Month Long business highlight in The Chamber's weekly e-newsletter
- A rotating slot in The Chamber App during your featured month
- A promotion on WAEB morning show with Bobby Gunther Walsh and Chamber President, Tony Iannelli

AD SIZES & PRICING

<p>FULL 9.25"w x 12"h</p>	<p>EIGHTH 4.55"w x 2.9"h</p> <p>QUARTER 4.55"w x 5.9"h</p> <p>HALF 9.25"w x 5.93"h</p>	<p>HALF 4.55"w x 12"h</p>	<p>PRICING</p> <p>Full-Page \$1,450</p> <p>Half-Page \$950</p> <p>Quarter-Page \$700</p> <p>Eighth-Page \$500</p> <p>Flier Insertion \$1,400</p> <p>Note: Size must be 8.5"w x 11"h or smaller.</p> <p>Featured Business Story \$3,500</p> <p>Note: See inclusions above.</p>
--------------------------------------	---	--------------------------------------	--

SOCIAL MEDIA MARKETING

The Carbon Chamber & Economic Development Corporation maintains an active, high-performing presence across four key platforms—Instagram, Facebook, LinkedIn, and TikTok—reaching thousands of engaged followers and generating consistent impressions, interactions, and visibility for the Carbon County business community.

As a CCEDC member, your business has direct access to this established audience. Members may tag CCEDC or submit content to Emily Sewilo at emilys@carboncountychamber.org for strategic amplification. Approved content is shared across our feeds and stories, extending your message through a trusted channel with proven organic reach.

But reach alone isn't the goal—results are. For businesses looking to increase visibility, strengthen brand awareness, and connect with targeted audiences, CCEDC offers enhanced marketing opportunities designed to deliver greater impact and measurable value.

Explore our expanded Social Media marketing options below!

A BIT OF INSIGHT ON OUR FOLLOWERS...

FACEBOOK

- 6,416 Followers (10.8% increase in 2025)
- 109,437 Reach
- 675,173 Impressions
- Total Engagement: 9,743

INSTAGRAM

- 1,399 Followers (24.6% increase in 2025)
- 48,515 Reach
- 108,997 Impressions
- Total Engagement: 3,551

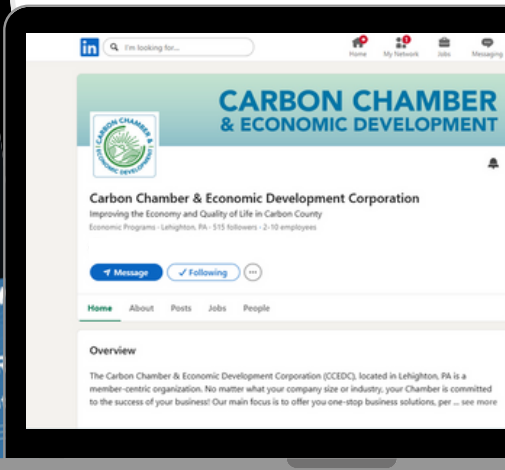
LINKEDIN

- 515 Followers (70.5% increase in 2025)
- 19,157 Reach
- 43,791 Impressions
- Total Engagement: 6,610

TIKTOK

- 415 Followers (641.1% increase in 2025)
- 22,908 Reach
- 32,400 Impressions
- Total Engagement: 725

*Reach is defined as number of distinct individuals who saw content at least once; Impressions are defined as the number of times content was viewed by someone. Engagement refers to the analysis of various metrics that measure the level of interaction & engagement user have with content (comments, likes, shares and clicks).







Carbon Chamber & Economic Development Corporation



@DiscoverCarbonPA



Carbon Chamber & Economic Development Corporation



@DiscoverCarbonPA

SOCIAL MEDIA BOOSTED POSTS

With this option, the Carbon Chamber & Economic Development Corporation will share your content on our Facebook page and strategically boost the post to extend its reach well beyond organic audiences. Boost levels vary by tier, allowing you to scale visibility based on your marketing goals.

2026 BOOSTED POST PRICING:

\$100 per boost

Bundle & Save:
Bundle Facebook, Instagram
and LinkedIn for only \$250

Why boost with CCEDC?

- **Built-In Credibility:** Your business is promoted through a trusted Chamber brand, reinforcing legitimacy and community connection.
- **Expanded Reach:** Our social media platforms achieved an average organic reach of 158,000+ individuals in the past year—without paid promotion. Boosted posts build on that momentum to significantly increase visibility.
- **Sustained Exposure:** Boosted posts run for one (1) full week, ensuring consistent impressions and engagement. Multi-week and extended campaign options are available upon request.

Best for: Grand openings and ribbon cuttings • Hiring and recruitment campaigns • Event promotion • New products or services • Major announcements

FACEBOOK & INSTAGRAM STORIES

2026 STORY PRICING:

**Multi-day Post:
\$25 per day**

Facebook and Instagram Stories offer a high-visibility, cost-effective way to share timely content with our engaged audience. Stories appear at the top of followers' feeds, making them an effective tool for quick promotions, announcements, and reminders.

Members may submit Story content to be shared at no cost—simply indicate “Story” when sending your materials to the Chamber, and we'll post it the same day when scheduling allows.

Looking to extend your visibility? Multi-day Story placements and boosted options are available to increase reach, frequency, and impact.

Best for: Limited-time promotions • Event reminders
• Hiring announcements • Sales or specials • Quick updates and calls-to-action



INSTAGRAM REELS & TIKTOK

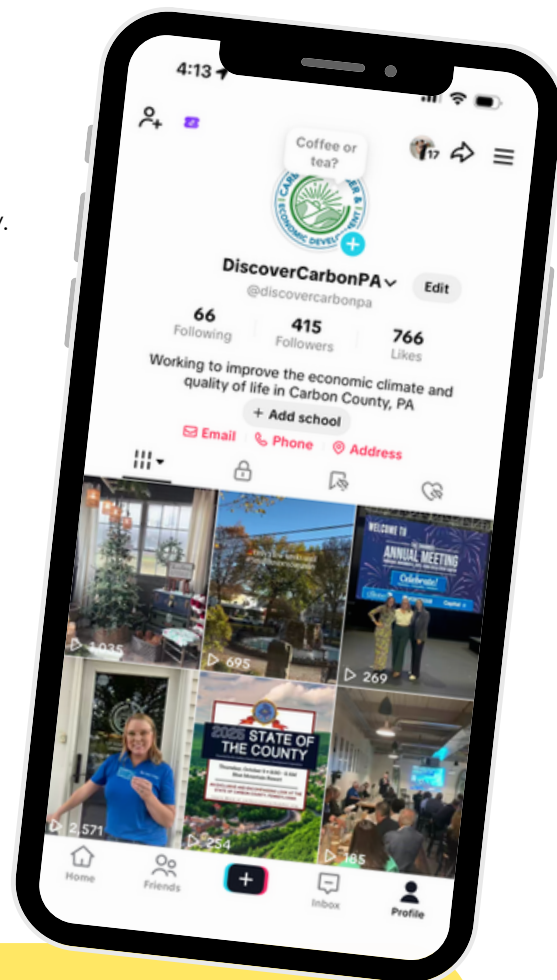
In August 2024, the Carbon Chamber & Economic Development Corporation expanded its digital strategy to include Instagram Reels and TikTok—high-performing short-form video platforms proven to drive engagement and visibility. Since launching video content, CCEDC has significantly increased its reach, connecting with both members and new audiences beyond the Chamber network.

Short-form video has become one of our most effective tools for showcasing businesses, events, and member benefits in an accessible, highly shareable format.

In 2025, we're opening our video feed to members.

By partnering with CCEDC, your business can collaborate directly with Chamber staff to create quick, professional video content designed to increase brand awareness. Videos are cross-promoted across Instagram, Facebook, and TikTok, with your business tagged as a collaborator and/or featured in captions for maximum exposure. Your business retains ownership of the content, giving you reusable video assets for future marketing efforts.

Best for: Brand awareness • Business spotlights • Event promotion • Grand openings and milestones • Reaching new audiences



2026 INSTAGRAM REEL & TIKTOK PRICING:

CCEDC-Created Video – \$350

Collaborate with Chamber staff to create a short-form video designed to increase visibility and engagement. Includes filming, editing, and posting across Instagram, Facebook, and TikTok. Your business retains full ownership of the content for future use.

Boosted Video Add-On - \$100 per platform

Boost your Reel or TikTok to extend reach beyond organic audiences.

Member-Created Video – \$250

Already have video content? Submit your own Reel or TikTok to be shared on CCEDC's social media channels and promoted through our established audience.

Boosted promotion available for an additional fee.

FEATURED VIDEO MARKETING BUNDLE: \$525

Designed to maximize visibility, engagement, and value across multiple platforms. Includes:

- One (1) CCEDC-Created Instagram Reel or TikTok Video (filmed, edited, and posted by Chamber staff)
*Option to upgrade to professional videographer; contact Kylie Adams-Weiss at kadams@carboncountychamber.org for details and pricing.
- Boosted promotion on one (1) platform (Facebook or Instagram or TikTok)
- One (1) Facebook & Instagram Story placement to reinforce messaging and extend reach

To book, contact Emily Sewilo at esewilo@carboncountychamber.org.

FEATURED BUSINESS OF THE MONTH: \$350

The CCEDC Featured Business of the Month is our most comprehensive and in-demand visibility package—designed to position your business front and center across CCEDC's digital, email, social, and broadcast platforms. This integrated campaign delivers sustained exposure throughout the month, reaching Chamber members, local audiences, and website visitors from across the region and beyond.

Each Featured Business receives a coordinated mix of online, social, email, and on-air promotion—creating multiple touchpoints that reinforce brand recognition and credibility.

What's included:

- **Featured Business Badge:** Your company name or logo prominently displayed as a Featured Business of the Month on key pages of the CCEDC website.
- **Website Spotlight Feature:** A 250-word Business Spotlight article with logo and photo or a promotional video showcased on the CCEDC homepage for the full month.
- **eLink Newsletter Feature:** A 250-word Business Spotlight article with logo included in your month's issue of the Carbon eLink Newsletter, delivered directly to our engaged subscriber list.
- **Social Media Promotion:** A Featured Business post shared across CCEDC's Facebook, LinkedIn, and Instagram platforms.
- **Radio Interview:** A live on-air interview with Chris Crumbliss on Magic 105.5 WMGH FM during morning drive (7:00–8:00 AM), reaching listeners throughout the region.

This package is limited and sells out quickly. Featured Business placements are scheduled on a first-come, first-served basis and confirmed upon payment.

Best for: Brand awareness • Business storytelling • Major milestones • Established businesses seeking broad exposure • Companies looking to maximize visibility through one integrated campaign



IN-HOUSE GRAPHIC DESIGN

Our In-House Graphic Design Services are now available for Chamber Members! Whether you have an upcoming event or need a specific ad designed, we are here to elevate your brand today with basic graphic design packages.

Need more than just a Flyer? Just Ask! A La Carte Packages can be built to suit your needs.



2026 IN-HOUSE GRAPHIC DESIGN PRICING

Event Flyer Design – \$50 per flyer*:

Includes initial design plus up to two (2) rounds of edits.

Additional Edits – \$20 per edit

Flyer Resizing – \$25 per size**

*Original Design (unless specified) will be sized to 1920x1080 pixels and will include two (2) edits.

**Resizing Options are available per request. These include (but are not limited to) resizing for Social Media (Instagram post/story), print posters/flyers, print specs for print or digital advertising. Resizing does not include content changes or redesign. Please contact your Chamber Liaison with specific sizing requests.

CARBON COUNTY EBLASTS: \$350 PER EBLAST

In addition to our monthly Carbon eLink newsletter, CCEDC offers members the opportunity to reach our audience during designated “off weeks” through targeted eBlasts. This allows your message to stand on its own—without competing for attention in a crowded newsletter.

Whether you’re sharing company news, promotions, events, or special announcements, eBlasts put your message directly into the inboxes of our engaged subscribers.

You provide the content—we provide the audience.

Best for: Major announcements • Promotions or special offers • Event promotion • Time-sensitive messaging • Direct calls-to-action

A BIT OF INSIGHT ON OUR EMAIL LIST...

3,556 Subscribers • 39% Open Rate



Carbon E-Link
YOUR CARBON CHAMBER & ECONOMIC DEVELOPMENT CORPORATION MONTHLY NEWSLETTER

CARBON ELINK ADVERTISING

Carbon eLink is CCEDC’s monthly electronic newsletter, delivered directly to the inboxes of 3,000+ subscribers, including Chamber members and business professionals across the region. Each issue highlights timely news, events, and resources—making it a trusted and consistently viewed communication.

Advertising in Carbon eLink allows your business to stay top-of-mind with an engaged audience through a reliable, recurring touchpoint.

Best for: Ongoing brand visibility • Event promotion • Consistent exposure • Businesses seeking a steady, predictable marketing presence

Banner Display Ad: \$150/ad, per issue
(1000 pixels w x 200 pixels h)

Square Display Ad: \$125/ad, per issue
(600 pixels w x 600 pixels h)



CCEDC WEBSITE ADVERTISING

Build brand recognition, increase website traffic, and enhance your presence on the CCEDC website with a high-visibility banner ad. Banner ads are prominently displayed at the top of select CCEDC webpages, placing your business directly in front of visitors actively engaging with Chamber content.

Website banner advertising offers consistent exposure while reinforcing your connection to the Chamber and the broader Carbon County business community.

Limited availability: To ensure strong visibility, the number of banner ads shown in rotation is intentionally limited. Each banner appears for approximately 4.5 seconds per rotation, and space is available on a first-come, first-served basis.

Placement details:

- One (1) banner per contract
- Banner will appear on prominent pages
- Rotation limits are enforced to maintain impact

Banner Ad Specifications:

- Size: 728 x 90 pixels
- Format: JPEG
- Color: 4-color
- Resolution: 72 DPI

Artwork must be submitted according to these specifications. Ads not meeting requirements will be returned for revision prior to placement.

2025 WEBSITE ADVERTISING PACKAGES:

12 Month Banner Ad Package: \$2,500

(Includes Banner Ad on all CCEDC web pages)

3 Month Banner Ad Packages: \$750

(Includes Banner Ad on all CCEDC web pages)

Best for: Ongoing brand visibility • Driving website traffic • Complementing digital and social campaigns • Businesses seeking consistent exposure on a trusted platform

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! Simply contact the Chamber to request our Logo(s).



NOTE: WHEN USING THIS LOGO, PLEASE DO NOT STRETCH OR CONTORT IN ANY WAY THAT DISTORTS THE IMAGE.



**CARBON CHAMBER
& ECONOMIC DEVELOPMENT**

Proud Partner of

**The
Chamber** 
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE