British Chamber Advertising Pricelist

Advertising Opportunities – Newsletters

Advertising Opportunity	Frequency	Title	Audience (as of Jan 21)	Reporting	Ad Specifics	Image Size	Cost	Limits
Newsletter Features	Monthly	Chamber CEO Market and Membership News	Members 1,300 + contacts	Post mail data provided – • open rate • link activity (clicks and unique clicks)	• Includes banner image • Description of offer (not to exceed 110 words) • Offers must be exclusive / specific to Chamber Members • Can include links and hyperlinks to website, email address etc.	1920 x 500 px Files must be less than 200 MB Allowed file types: png gif jpg jpeg	$75	• Limited to two ad's per letter • Booking will be taken on a first come first served basis • All information needs to be received by the Chamber one week before date of publication • Chamber reserve the right to approve and edit wording
		Trade and Business Opportunities	Members UK Chamber UK Contacts 2,100 + contacts					
		Myanmar Business Insights	Members Non Members 6,000 + contacts					
		Member to Member Benefits	Members 1,300 + contacts					
	Weekly	Upcoming Events	Members Non Members 7,000 + contacts					

Advertising Opportunities – Social Media

Advertising Opportunity	Frequency	Title	Audience (as of Jan 21)	Reporting	Ad Specifics	Image Size	Cost	Limits
British Chamber Social Media	Ad Hoc	LinkedIn	15,180 Followers	• Impressions • Clicks • CTR • Reaction • Shares • Engagement Rate	• Max 75 words • Can include links and hyperlinks to website, email address etc. • Image files must be less than 200 MB • Allowed image file types: png gif jpg jpeg	1400 x 425 px	$50 for one medium $100 for three medium	• Cannot be overtly advertorial • Content must be factual • Chamber reserve the right to edit wording with approval before posting • Scheduling permitting posts will be made one day after agreement on content • Limited to one external advertorial post per day
		Facebook	15,986 Likes 16,284 Followers	• Reach • Engagement • Reaction • Comments • Shares		940 x 788 px		
		Twitter	1,134 Followers	• Impressions • Engagement • Link clicks • Retweets		1600 x 900 px		

British Chamber of Commerce Myanmar

Advertising Opportunities – Website

Advertising Opportunity	Frequency	Title	Audience (as of Jan 21)	Reporting	Ad Specifics	Image Size	Cost	Limits
British Chamber Website	Ad Hoc One month duration	Homepage Spotlight https://www.britishchambermyanmar.com/en Membership Directory https://www.britishchambermyanmar.com/en/membership-directory	Over 980 website visitors per month	• Ad server impression	• Image only • Can link to external source • Files must be less than 200 MB • Allowed file types: png gif jpg jpeg	370 x 460 px 1170 x 430 px	$50 for one advert (home page or members-hip page) $90 for two adverts (home page and members-hip page)	• Adverts are on a slider system • No more than five adverts on rotation • Cannot extend booking period if waiting list for space

British Chamber of Commerce
Myanmar

Advertising Opportunities – News

Advertising Opportunity	Frequency	Title	Audience (as of Jan 21)	Reporting	Ad Specifics	Image Size	Cost	Limits
British Chamber Website	Ad Hoc	News Feature https://www.britishchambermyanmar.com/en/industry-news	Over 980 website visitors per month	• Engagement-s	• Header image • Copy (unlimited length within reason) • Article must be informative and not overtly promotional • Must be factually accurate	1170 x 430 px Files must be less than 200 MB Allowed file types: png gif jpg jpeg	FOC	• Chamber reserves the right to decline articles • Chamber may choose to echo on social media FOC

British Chamber of Commerce Myanmar

Advertising Opportunities – Direct Emails

Advertising Opportunity	Frequency	Title	Audience (as of Jan 21)	Reporting	Ad Specifics	Image Size	Cost	Limits
British Chamber Database	Ad Hoc	Direct Email	Over 7000 subscribers Over 800 active members	Post mail data provided – • open rate • link activity (clicks and unique clicks)	• Can include header image • Copy (unlimited length within reason) • Must be factually accurate. • Can include links	Minimum width of 600 px Files must be less than 10 MB Allowed file types: png gif jpg jpeg	$150	• Limited to one direct email per month per company • Total limit two advertorial direct emails per month • Booking on a first come first served basis • All information needs to be received by the Chamber one week before date of publication • Chamber reserve the right to approve wording

British Chamber of Commerce Myanmar