



# Advertise with the British Chamber



# Why advertise with the Chamber?

- ❑ **Exclusivity:** Opportunity to advertise is open exclusively to BritCham members.
- ❑ **Targeted Audience:** Speak to directly likeminded fellow members both in Myanmar and Britain (dependent on where you choose to advertise)
- ❑ **Wide Reach:** With **10,000+** Facebook followers, in excess of **9000** hits on our website per month, and a large email newsletter circulation, your voice is sure to be heard within our community
- ❑ **Easy to book:** Simply send us an email with a completed **booking sheet** to secure your spot. Ensure you complete all fields listed in the sheet, and reach out to our team if you have any questions
- ❑ **User Friendly submission:** Simply send us your imagery and accompanying submission sheet (inc. MAX 50 words copy where required) 3 business days before agreed publication date
- ❑ **Proof of Posting:** Our friendly team will always provide you with proof of posting once your ad is live
- ❑ **Dedicated Point of Contact:** email [events@britishchambermyanmar.com](mailto:events@britishchambermyanmar.com) for more details.

# Member advertising opportunities: A snapshot

Medium	Audience	Specs	Cost
Chamber Social Media Channels	Facebook – 10,000+ LinkedIn – 800+ Twitter – 700+	900 x 900 pixels image; <u>Max 50</u> words accompanying text	<u>Introductory Rate</u> : \$100 USD for 1 post to all 3 channels
Chamber Newsletters – Monthly Newsletter; Exclusive member benefit or discount	Mailing List - 900+ individuals from 240+ Chamber member companies	<u>Max 50</u> words detailing company name and offer	FREE
Chamber Newsletters – Monthly Newsletter; banner advertisement	Mailing List - 900+ individuals from 240+ Chamber member companies	600 x 200 pixels image; include URL that we can hyperlink to	\$300 USD per monthly newsletter
Chamber Newsletters – Weekly Events Newsletter, banner advertisement	Mailing list of 1700+ individuals from 300+ Chamber members and friends	600 x 200 pixels image; include URL we can hyperlink to	\$200 USD per weekly newsletter Contact the chamber for special offers on multi-week buys.
Chamber Newsletter – Quarterly Business Services Newsletter	Mailing List – 830 UK and Myanmar companies	600 x 200 pixels image; include URL we can hyperlink to	\$350 USD per quarterly newsletter
Chamber Website – Homepage, banner advertisement	Average of 9000+ impressions per month	370 x 460 pixels image; include URL we can hyperlink to	\$250 USD per month; shorter or longer durations to be discussed directly with Chamber
Chamber Website – Member in Focus	Average of 9000+ impressions per month	<b>800 x 432 pixels Image</b> ; <u>Max 40</u> words accompanying text	\$500 per month to be our monthly member in focus.
Chamber Website – Membership Directory page, banner advertisement	The Chamber has migrated to a digital directory this year, meaning members details are accessible within a few short clicks	1170 x 430 pixels image; include URL we can hyperlink to	<u>INTRODUCTORY RATE</u> \$250 USD per month. <u>ONGOING RATE</u> \$400 USD per month
Chamber Events - Sponsorships	Average 60-100 attendee per event. Event invitation sent to mailing list of 1700+ individuals from 300+ Chamber members and friends		Contact Chamber Events Team to discuss

# Social Media

- Facebook
- LinkedIn
- Twitter



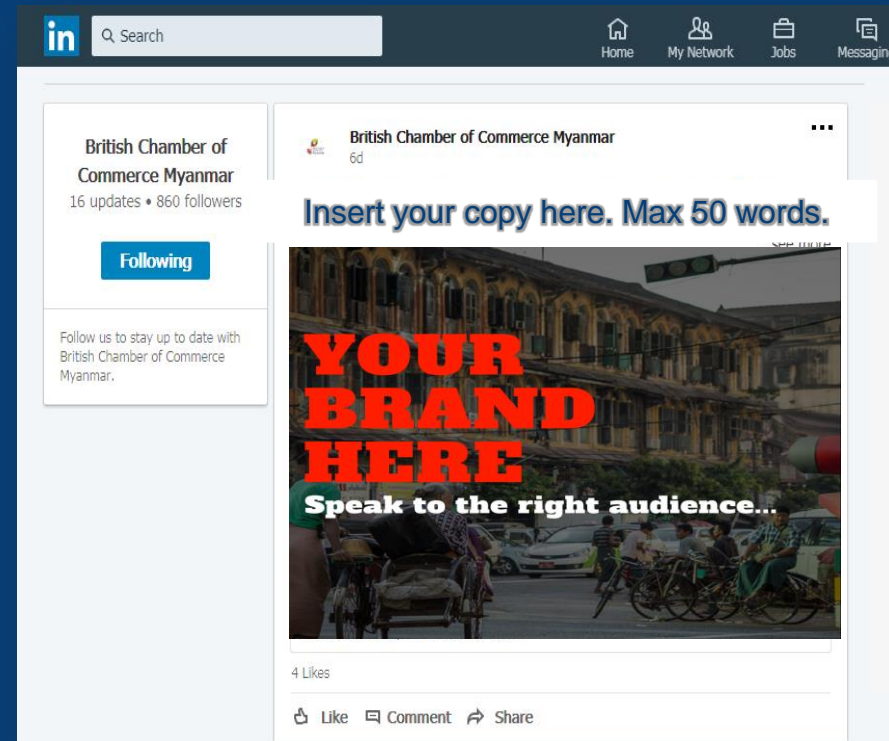
## Facebook

- ❑ **Image Size:** 900px x 900px (supply as .jpeg)
- ❑ **Copy:** 50 words max text to be supplied with image.
- ❑ **Hint:** Real images receive much higher engagement on Facebook, so choose your image carefully and let it do the talking for you.
- ❑ **Hint:** ensure you include a link to your company website; or contact details in your supplied copy.
- ❑ **Hint:** You can supply different content for Facebook, LinkedIn and Twitter; just make sure you label each file clearly
- ❑ **Hint:** use Canva to build your images to the correct spec ([www.canva.com](http://www.canva.com))
- ❑ **BritCham Myanmar Facebook Reach:** 10,000+ likes
- ❑ **Cost per post:** \$100 USD for one post each to Facebook, LinkedIn and Twitter



## LinkedIn

- ❑ **Image Size:** 900px x 900px (supply as .jpeg)
- ❑ **Copy:** 50 words max text to be supplied with image.
- ❑ **Hint:** A clear and compelling image and complimentary message gives people a reason to click through. Describe your offering in a succinct way.
- ❑ **Hint:** Use Canva to add text to your image to give it increased meaning ([www.canva.com](http://www.canva.com))
- ❑ **Hint:** Remember on LinkedIn you are speaking to business-minded individuals so tailor your message accordingly
- ❑ **BritCham Myanmar LinkedIn Reach:** 800+ likes
- ❑ **Cost per post:** \$100 USD for one post each to Facebook, LinkedIn and Twitter



## Twitter

- ❑ **Image Size:** 900px x 900px (supply as .jpeg)
- ❑ **Copy:** 50 words max text to be supplied with image.
- ❑ **Hint:** Hashtags are key on Twitter. Be sure to include one or two that are relevant to your post in order to stand out
- ❑ **Hint:** Ensure you include a link to your company website; or contact details in your supplied copy
- ❑ **Hint:** Company logos increase credibility, don't forget to include yours on your image. You can use Canva ([www.canva.com](http://www.canva.com)) quickly and easily to create the right image for you
- ❑ **BritCham Myanmar Twitter Reach:** 700+ likes
- ❑ **Cost per post:** \$100 USD for one post each to Facebook, LinkedIn and Twitter



# Chamber Newsletters

- Weekly Events Newsletter
- Monthly Member Newsletter
- Quarterly Business Services Newsletter

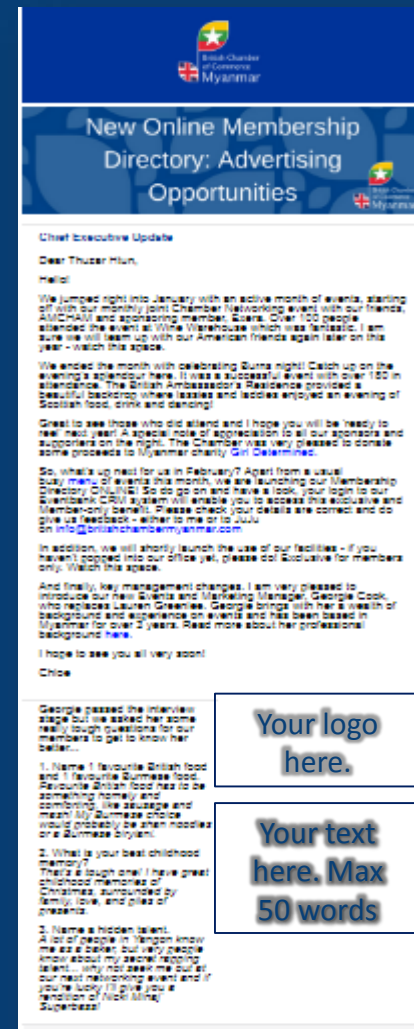




# Chamber Newsletters

## Monthly Newsletter: Advertise an exclusive BritCham member benefit or discount

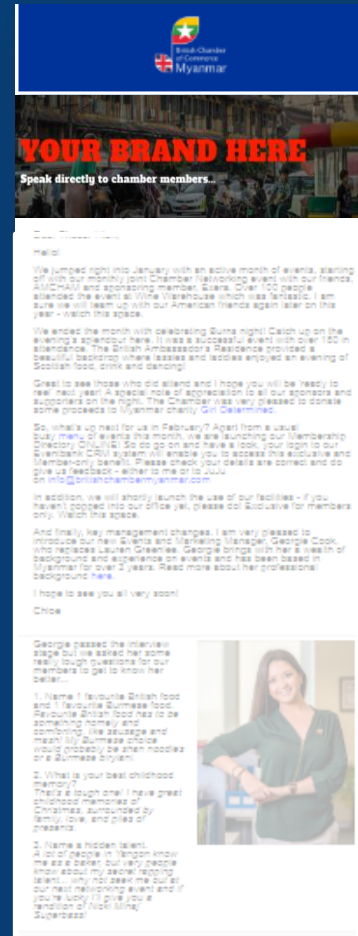
- ❑ **Copy:** 50 words max text to be supplied detailing exclusive member offer
- ❑ **Image Size:** Supply business logo only
- ❑ **Hint:** We can ensure your logo links through to a company URL if supplied with your copy.
- ❑ **Hint:** Don't forget, this offer must be exclusive to members of the Chamber.
- ❑ **Hint:** A limited time or limited number offer will drive urgency with members, meaning you see results sooner.
- ❑ **BritCham Myanmar Monthly Newsletter**  
**Circulation:** 900+ Individuals from 240+ Chamber Member Companies
- ❑ **Cost per post:** FREE



# Chamber Newsletters

## Weekly or Monthly Newsletter: Banner advertisement

- ❑ **Image Size:** 600 x 200 pixels image; include URL that we can hyperlink to
- ❑ **Copy:** No copy supplied with banners
- ❑ **Hint:** This is a landscape orientated banner – choose your layout accordingly
- ❑ **Hint:** Use as few words as possible (aim for max 20) to describe your offering. The newsletter itself has lots of words, so set you ad apart by making it visually led.
- ❑ **Hint:** use Canva to build your images to the correct spec and add text ([www.canva.com](http://www.canva.com))
- ❑ **BritCham Myanmar Monthly Newsletter Circulation:** 900+ Individuals from 240+ Chamber Member Companies
- ❑ **BritCham Myanmar Weekly Newsletter Circulation:** 1700+ individuals from Member & Non-Member companies
- ❑ **Cost per post:** **Monthly newsletter** - \$300 USD per banner // **Weekly newsletter** - \$200 USD per banner



**\*\*\*SPONSORSHIP OFFER!**  
**Sponsor a BritCham event and receive a banner in the monthly newsletter FREE, subject to availability. Contact us for more info\*\*\***

# Chamber Newsletters

## Quarterly Business Services Newsletter: Banner Advertisement

- ❑ **Image Size:** 600 x 200 pixels image; include URL that we can hyperlink to
- ❑ **Copy:** No copy supplied with banners
- ❑ **Hint:** Speak directly to companies with a vested interest in doing business in Myanmar
- ❑ **Hint:** Include a URL we can link your ad to
- ❑ **Hint:** Make sure the image you use is best suited to a landscape layout
- ❑ **Hint:** use Canva to build your images to the correct spec ([www.canva.com](http://www.canva.com))
- ❑ **BritCham Myanmar Quarterly Business Services Newsletter Circulation:** 800+ individuals from UK and Myanmar companies
- ❑ **Cost per post:** \$350 USD per newsletter



**\*\*\*SPONSORSHIP OFFER!**  
Sponsor a BritCham event and receive a banner in the Business Services newsletter **FREE**, subject to availability. Contact us for more info\*\*\*

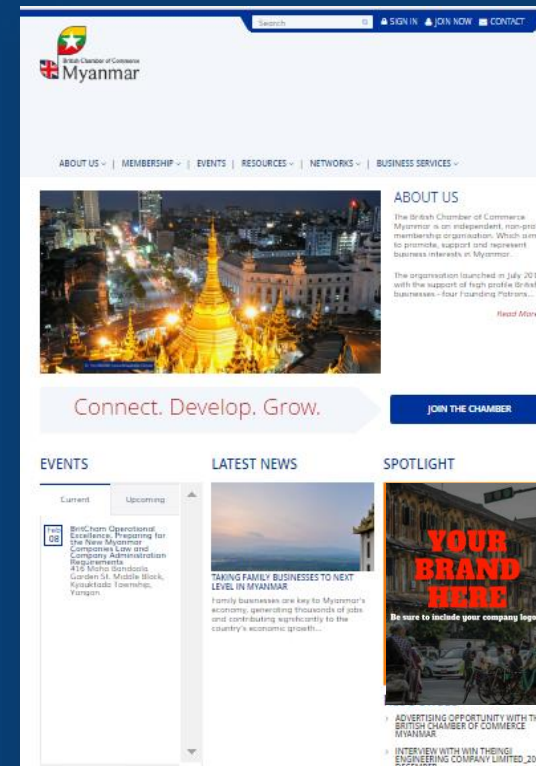
# Chamber Website

- Homepage
- Membership Directory

# Chamber Website

## Chamber website: Homepage banner

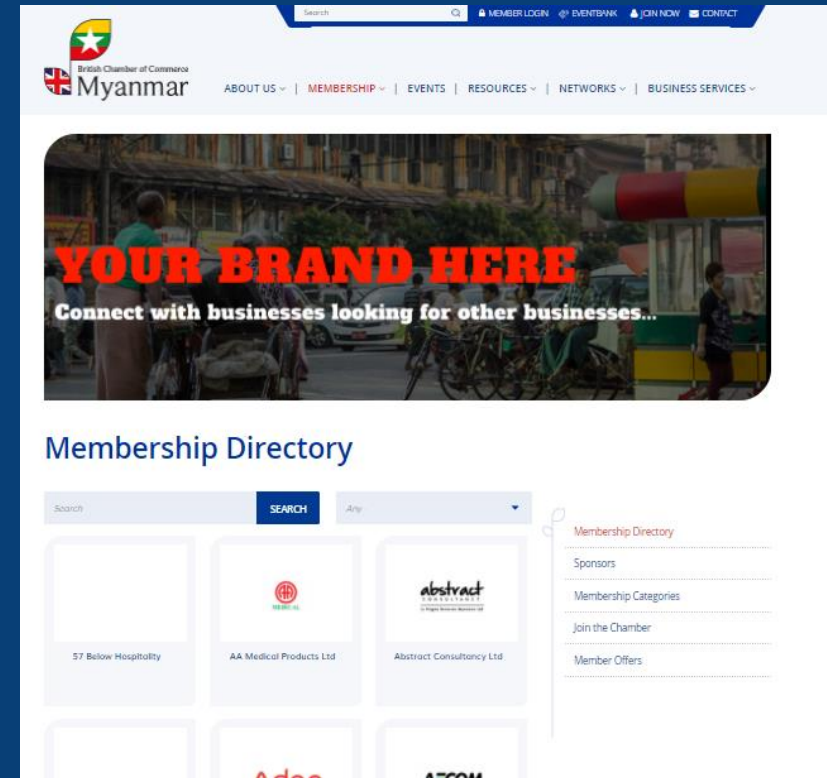
- ❑ **Image Size:** 370 x 460 pixels image; include web address that we can hyperlink to
- ❑ **Copy:** No copy supplied with banners
- ❑ **Hint:** Remember this is the landing page members and friends come to for all Chamber related information and events. Grab their attention with something brief and exciting.
- ❑ **Hint:** Try to use as few words as possible. (10 – 20)
- ❑ **Hint:** Use Canva to ensure you tile is built to the correct size before submitting ([www.canva.com](http://www.canva.com))
- ❑ **BritCham Myanmar Website Impressions:** 9000+ per month (average)
- ❑ **Cost per post:** \$250 USD for one month posting. Speak to the Chamber directly for more information on package deals.



# Chamber Website

## Chamber website: Membership Directory banner

- ❑ **Image Size:** 1170 x 430 pixels image; include web address that we can hyperlink to
- ❑ **Copy:** No copy supplied with banners
- ❑ **Hint:** This section of the website is open to fellow Members Only so you be sure to connect with likeminded businesses
- ❑ **Hint:** Use Canva ([www.canva.com](http://www.canva.com)) to create a banner that is correct to specifications and looks professional
- ❑ **Hint:** Ensure your listing in the Chamber Online Directory is up to date with correct points of contact, logos and company information prior to your ad going live. You can update all of this yourself through EventBank using your login
  
- ❑ **BritCham Myanmar Facebook Reach:** 10,000+ likes
- ❑ **Cost per post:** Introductory offer \$250/month. Contact the chamber to talk about a longer advertisement duration or to find out more about special rates.



# Sponsor a BritCham event

The Chamber runs an active program of events throughout the year, including breakfast briefings, workshops, and monthly networking evenings. Exclusively available to members is the opportunity to sponsor our events and gain visibility and exposure in all event communications and at the event itself. Various sponsorship packages are available, please contact [events@britishchambermyanmar.com](mailto:events@britishchambermyanmar.com) to discuss.

## Events Snapshot:

- 50-100 attendees depending on type of event
- Event invitation sent to mailing list of 1700+ individuals from 300+ companies

# Ready to book?

Please complete the booking sheet provided to you with this guideline and submit it to **[events@britishchambermyanmar.com](mailto:events@britishchambermyanmar.com)**. A member of our team will be in touch within 2 business days to confirm your placement.