

UNITED STATES - MEXICO
CHAMBER OF COMMERCE



INTER-AMERICAN CHAPTER
E-MARKETING SERVICES

Increase your exposure by using any of our E-Marketing and promotional services.

- ★ Website Banners
- ★ Email Blasts
- ★ E-Marketing Campaigns
- ★ Regional Newsletter Banners

You can expect your banner to be shown between 1,000-2,000 times per month. Having visits from 31 countries, mainly from United States, Mexico, Canada and Colombia.

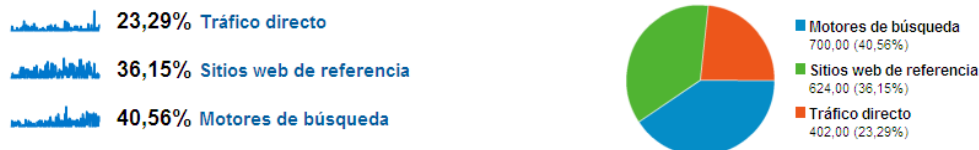


1.726 visitas provinieron de 262 ciudades.

From those 51.7% are from returning visitors and 48.3 % of new visitors , with an average of view of 5 pages and a average remaining time in the site for 6 min



The main source of traffic to the site is from search engines 40%, followed by referral websites 36% and direct traffic 24%.

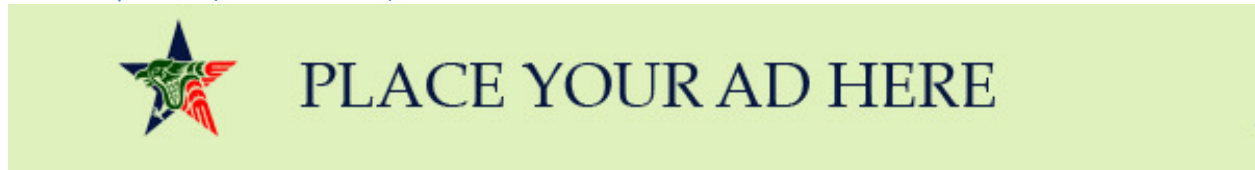


*Data obtained from Google Analytics of www.interamericanchapter.org

WEBSITE BANNERS

BANNER HEADER

Cost per Semester - 1,750 USD
600 x 80 pixels (Size 8.3 x 1.1")



BANNER FOOTER

Cost per Semester - 1,000USD
786 x 85 pixels (Size 11 x 1.2")



BANNER RIGHT TALL

Cost per Semester - 500 USD
216 x 92 pixels (Size 3 x 1.3")



BANNER RIGHT SHORT

Cost per Semester - 250 USD
216 x 119 pixels (Size 3 x 2.3 ")



EMAILS BLASTS

Sent to a database + 3,000 emails, that comprehends USMCOC members including the board of directors, the group of Mexican entrepreneurs, professionals and executives in the region, strategic alliances such as trade representations, business organizations, local and Bi-national chambers of commerce, government entities, media partners, sponsors, US and Mexican corporations that have interest in the activities and business opportunities developed by our organization, Mexican restaurants/venues/hotels owned or operated by Mexicans, USMCOC service providers and the vast multinational professionals subscribed to our mailing list.

ONE TIME EMAIL BLASTS

Cost per e-blast \$208 USD,

E-MARKETING CAMPAIGNS

For electronic campaigns which are more comprehensive we have special packages, that include the statistical report for each promotional blast that consists of the % of open emails and clicks through as well as the excel list of those.

Seasonal

6 email blasts sent at your own timing during one year for \$1,000 USD (\$167 USD per blast)

Yearly

12 email blasts sent in one year, one per month for \$1,600 USD (\$133 USD per blast)

REGIONAL NEWSLETTER BANNERS

The Regional Newsletter is sent fortnightly or monthly accordingly to the season. It showcase the activities done by the Chapter, upcoming events, business news, highlights of a featured member, diverse business opportunities, special notes, member benefits, members open forum, photos of past events and relevant business resources.

By placing your AD or company logo you could be able to gain exposure among our readers (Miami business community, Latin American professionals, Mexican business owners and general community.

The average Open Rate is of 25% and Click Through Rate of 18% (which is right above the Non-Profit Industry Average Open Rate 20% and 13% Click Through Rate). **Data obtained from Constant Contact Reports of the average of the Newsletter sent throughout the year.*



For more info or if you have any question please contact us at (305)374-7401