

## Benefits

- Unique URL for your post
- Link to post on Chamber home page for one full month
- Link to post in main menu available on all pages for one full month
- Link to post shared on Chamber Facebook page
- Post will remain archived in the Chamber News and Knowledge section forever, improving your SEO

## Content Guidelines

The post should be used to position yourself as an expert in your industry, highlight a press release, or publicize an upcoming event. Native advertising lets you reach our website audience with your message, in a platform that looks and feels like our content.

You may choose to write an article, make a video, or create a combination of both.

Only include original content (credit your sources and quotes).

*\*Post is subject to editing for style and appropriateness of topic.*

## Format Guidelines

All Submissions must include:

- Either headshot or company logo
- Name and title of person submitting article (post will be credited to this person)
- Title of Post
- Image for header (ideally with 3:2 aspect ratio) or Video link
- Written content (either article or small blurb describing your video)

Articles over 500 words: We recommend including subtitles and additional images to break up your content and make it easier for your audience to read.

Please attach all written info in a Word document and submit images as files, attached to your email. Images should not be placed inside the draft because we cannot extract them easily.

Videos need to be hosted on your YouTube page. Please send a link for us to embed on the page.

**Please contact Molly Ostap at [molly@mchenrychamber.com](mailto:molly@mchenrychamber.com) or 815-385-4300 for more info.**