



BURSTING WITH PRIDE

Nacogdoches.org offers bold ways to get your company's name and advertising message in front of a growing web audience. A free listing in the online membership directory is just one of the many benefits of membership in the Nacogdoches County Chamber of Commerce.

EXCLUSIVE

Only Chamber members have the opportunity to reach thousands of potential customers 24 hours a day, 7 days a week, by advertising on the Nacogdoches County Chamber of Commerce website. Unlike traditional web advertising, ads on Nacogdoches.org offer advertisers unlimited impressions within the sponsorship period. Plus, the site is refreshed and reskinned every year to match the directory and map!

CENTRAL

The Nacogdoches County Chamber of Commerce website invites members to submit events to a community-wide calendar that creates a centralized database of community happenings and serves as a resource and tool for residents, event planners and visitors.

FREQUENTLY ASKED QUESTIONS

Do I need a website to sponsor?

No. If you don't have a website, the sponsorship ad can link to your unique membership listing.

Does it have to link to my home page?

No. It can link to any page you designate so you can measure the impact and directly control the message and/ or offer.

Who are the current advertisers?

Raymond James Financial Services, Inc. | Laird Funeral Home | XETX Business Solutions | First Bank & Trust East Texas | Doches Credit Union | Nacogdoches Convention & Visitors Bureau |

How many people visit Nacogdoches.org?

Year to date (through 8/19): 54,257 unique visitors; 78,501 visits; 437,857 page views (would equate to nearly 73,000 impressions for 12 sponsors).

More than 43% of the traffic is search directed (site is well-optimized).

Year-to-date, the site has logged traffic from 407 Texas cities.

How do people engage with Nacogdoches.org?

The average visitor views 2.87 Pages (will see 6 of the 12 sponsors in a visit).

Visitors spend an average of 1:34 on the site.

Top 3 content areas: Home/Calendar/Membership Directory.

The screenshot shows the Nacogdoches.org website interface. At the top, there is a large banner with the letters 'NACOGDOCHES' in a decorative font. Below this is a navigation menu with links: 'The Chamber', 'History', 'Visit', 'Getting Around', 'Move', 'Retire', 'Economy', 'Education', 'Safety', 'Medical'. A 'LEADERBOARD AD' is positioned across the top of the main content area. On the right side, a 'HIGHRISE AD' is visible, featuring a 'SHOP NAC FIRST' logo and social media icons. The main content area includes a 'Membership Directory' section with a list of members and their contact information.

Two ad sizes are available in 2014!

The Leaderboard Ad runs across the top of the page; the Highrise Ad runs on the right side of the page.



Is Nacogdoches.org optimized for mobile traffic?

Nearly 28% of the traffic is from a tablet or mobile device and the site's responsive programming resizes the frame to best showcase the content.

Who do I call with questions?

Call Michele Peck @ Point A Media
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