OFFICIAL HACC DIGITAL PUBLICATION

IDEA Newsletter Media Kit

Digital visibility for businesses, organizations and community partners.

About IDEA

IDEA is HACC's digital newsletter featuring chamber updates, business stories, community news, events, member highlights and sponsor recognition. It gives advertisers a professional environment to reach HACC members, partners and community readers.

Display Advertising Brand creative placed within available newsletter positions.	**Business Spotlight** A focused feature highlighting a business, service or organization.
Event Promotion Promote an upcoming event, activation or community program.	**Issue Sponsorship** Higher-visibility recognition tied to a selected newsletter issue.



Cross-Platform Options

- Newsletter + HACC website promotion.
- Newsletter + social media support.
- Newsletter + K-Onda Radio mentions or campaign elements.
- Newsletter + HACC event sponsorship for integrated campaigns.

What Advertisers Provide

- Business or organization name and contact information.
- High-resolution logo (PNG, JPG or approved vector format).
- Final advertisement creative or approved copy and images.
- Website or call-to-action link.
- Requested issue/date and campaign goals.

Production & Deadlines

Placement availability, creative dimensions and submission deadlines are confirmed for each issue. HACC may request adjustments to ensure readability, quality and consistency with the publication.

Good Fit For

Local Businesses Increase awareness and visibility in the business community.	**Corporate Partners** Support regional outreach and community engagement.
Nonprofits Promote programs, services and community events.	**Public & Educational Partners** Share useful resources and relevant community information.

Next Step

Contact HACC for current issue availability, placement options and customized advertising packages.

PARTNERSHIP & ADVERTISING CONTACT

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