



2012 Member Advertising Options

Advertising with the Rochester Business Alliance is an affordable way to reach a broad market across a nine-county greater Rochester area. The advertising program is open only to Partner, Corporate and Business Builder members.

Single Message Member Email

Cost: \$400

From creation to transmission, we can handle your email campaign with a custom-designed email to promote your company, an event, or offer to approximately 10,000 business contacts (members and non-members). We track everything for you and report back with statistics including read-rates, and click-throughs. Limit one per calendar year.



Group Message Member Email

Cost: \$200

Our monthly group email campaign can promote your company, an event, or extend a special offer to approximately 10,000 business contacts (members and non-members). There's room for four companies each month, with no limit on how many months you can book. We track everything for you and report back with statistics including read-rates, and click-throughs.



Website Ad

Cost: \$150

Nearly 6,000 people visit the RBA website each month, with the highest (and most direct) traffic going to our homepage. Advertising on our web site is more affordable than you think, giving your business an opportunity to market to a diverse group of businesses and industries. Our homepage ads rotate every 10 seconds, with no more than five ads per month.



Please contact the Rochester Business Alliance to reserve your ad space by phone at 244-1800 or E-mail advertising@RBAAlliance.com