

MSCCA Business Membership Advertising Guidelines

Business members are responsible for providing material in a final format and version. Please send all files and requests to info@mscca.org

- Requests must be approved by Barry Benesch before publication
- Files must include the date and business name
- MSCCA and it's team are not responsible for errors, file editing, or conversion
- If you need additional design support our partners at Treebranchgroup.com can assist you (this expense is outside of the membership fee and would incur an additional cost to be paid by the business member)

All levels

Business Directory Listing: Updated on a yearly basis. Artwork and content should be set to 750 wide in landscape orientation at 72 DPI in JPEG or PNG. Images must be sent as attachments and not embedded in a PDF or email. Either 1 web optimized image or a YouTube video link will be placed within your directory listing. In addition, a logo that represents the company's branding can be provided at a size no larger than 250 wide and 72 DPI. Any links to the company website and contact information are to be provided along with all ad content in one email. Text must be provided in a Word document or as PDF.

Email Marketing or Social Media Posting: Each member will receive an opportunity to advertise to all MSCCA members once per month, approved by MSCCA's marketing team, through an email blast or social media post. Please note: April, May, and October email and social media communications will be focused primarily on conference communications and may supersede any business member communications. All material must be provided as a link to the business's own advertising page or as an image that will be embedded in the email template. All image files must be under 1 MB and provided as an attachment. Text must be provided in a Word document or PDF.

Level 1 Only

Rotating Footer Area Banner: Upload the file in form below 200 x 300 72dpi web optimized JPEG or PNG. Please note all artwork must meet these requirements to be uploaded. Business members are responsible for providing updated ads. Text must be provided in a Word document or as PDF.

Facebook Video Advertising: A video of no longer than 1 minute will be posted on the MSCCA Facebook page at our prime time. This time will fluctuate depending on when members have been most active.

- Video must be in it's final format
- Video can be pushed out as a Live at Treebranch Group office
- Additional video editing, props, graphics, sound effects or production items are the responsibility of the business member and can be requested as an additional service through our partners at Treebranch Group
- Facebook videos will be scheduled on a first come first serve basis per month. Currently no more than 3 videos will be promoted per month and are limited to 1 per year per business member.