



CHART Marketplace

The all-new [CHART Marketplace](#) is a dedicated page on the CHART website that serves as a hub, connecting hospitality professionals with the trusted companies and resources they need. Ads are attractively displayed, and sortable by the product type. Ads can be a general marketing piece for the company, or include a discount or special offer to drive trainers to the company website. Ad images will also be placed in quarterly marketing emails to drive traffic to the page, and increasing each ad's impressions. Additionally, the Marketplace will be promoted with a link on all CHART emails, the Hospitality Training Magazine, and the Training Flash eNewsletter. CHART Marketplace will also be highlighted on dedicated social media posts once per month.

Marketplace ads are posted for 3 months. CHART marketing emails promoting and featuring the ads are sent out quarterly, so any ad placed will be included in at least one of those promotional emails. View an example of the [CHART Marketplace email HERE](#). See additional marketing reach metrics below.

Marketplace Classified Ad Requirements

1. 400 x 225 px jpeg ad. See samples on [CHART Marketplace](#). You can include copy, or just have an image, or whatever works for what you are promoting.
2. Link to your site (either your general site or a special landing page if the ad involves some special offer or discount).
3. Short copy to go under the ad if you choose. Take a moment to see how different approaches look. Also, consider listing the primary contact person. This allows people to email someone directly rather than search your website for a contact.
4. The 3 to 5 categories you want your ad to be searchable by—choose from list below.

Categories

- | | |
|--|--|
| <input type="checkbox"/> Brand & Franchise Operations | <input type="checkbox"/> Printing & Digital Distribution |
| <input type="checkbox"/> Business & Consumer Data | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Certifications & Courses | <input type="checkbox"/> Services & Resources |
| <input type="checkbox"/> Food Safety Training | <input type="checkbox"/> Technology & Tools |
| <input type="checkbox"/> HR & Employee Engagement | <input type="checkbox"/> Training Delivery & Facilitation |
| <input type="checkbox"/> LMS | <input type="checkbox"/> Training Development & Production |
| <input type="checkbox"/> Management & Career Development | |

Introductory Rates

CHART Silver+ Partners	Free for 2020
CHART Partners	\$200 per quarter, or \$500 for the year
Resource Gallery Participants	Free for the quarter
Vendors	\$500 per quarter, or \$1500 for the year (\$250 per quarter for each additional ad)

Marketing Reach

- ▶ **CHART email lists** consist entirely of subscribers, so the audience are engaged recipients in your target market.
- ▶ **Dedicated quarterly email** to more than 4,900 hospitality industry professionals (with a minimum 20% open rate, which means that your ad gets in front of at least 750 people every quarter).
- ▶ **CHART's Training Flash eNewsletter** is sent out roughly every three weeks to 4,900+ subscribers, and each email will contain a link to CHART Marketplace.
- ▶ **Monthly social media promotion** featuring CHART Marketplace will be posted to Facebook, Twitter, Instagram, and LinkedIn, including the CHART LinkedIn Group, which has 3,700+ members.
- ▶ **CHART.org website** – [CHART Marketplace](#) has a dedicated, branded page. This is a new page on our website, but we look forward to providing visibility and user behavior data soon.
- ▶ **Tracking** – we recommend utilizing a unique landing page for your ad traffic so that you may track visitors who arrive at your site from the CHART Marketplace.

Reach at a Glance

4,900+

Hospitality professionals receive Marketplace email quarterly.

Minimum 20%

Historic open rate means at least 750 engaged viewers.

4,900+

Training Flash eNewsletter subscribers.

3,700+

CHART LinkedIn Group members.

For questions, or to place your ad, contact
CHART Executive Director, Tara Davey.

Tara@CHART.org

800-463-5918