

VISIBILITY OPPORTUNITIES

Our free visibility opportunities give your business meaningful exposure across our platforms at no extra cost. These features can be published on our website, shared across our social channels, and/or included in our bi-weekly roundup newsletter—helping you reach a wider audience, strengthen your brand presence, and highlight what makes your business stand out.

	FORMATS	OVERVIEW	DETAILS
600K <i>Yearly Website Visits</i>	Thought Leadership Pieces	Expert insights that position your business as a trusted authority in its field.	• Non-promotional • 500-1,500 words • New content • Published to website, socials, and newsletter
60K <i>Aggregated Social Followers</i>	Member-Story Submissions	A low-lift, structured template to showcase your business and brand .	• Non-promotional • 4 questions • 3-4 sentence responses • Published to website, socials, and newsletter
13K <i>Round-Up Newsletter Subscribers</i>	Member Spotlight Submissions	A highlight of a standout individual or recent business success .	• Non-promotional • 4 questions • 3-4 sentence responses • Published to website, socials, and newsletter
48 <i>Hour Response Time</i>	Member News Submission	A quick shoutout about recent news or upcoming opportunities from your business.	• Website link • 1-2 sentences • Image (optional) • Published to social and newsletter only

Submission Forms

[Thought Leadership](#)
[Member-Story](#)
[Member Spotlight](#)
[Member News](#)

Editorial Process

All submissions receive a response within 48 hours and website submissions may include editorial feedback. Accepted pieces are scheduled according to our editorial calendar, ensuring each feature is thoughtfully refined, aligned with the Greater Boston Chamber of Commerce's brand voice, and positioned for strong visibility across our platforms.