AMERICAN
CHAMBER OF COMMERCE
IN BULGARIA

AmCham Bulgaria Communication Platform

Advertising Opportunities

AmCham Website

Profile

Consecutively upgraded in 2020 with expected redesign in 2021, our website is a true members' corner and single source of business information of the AmCham community. Its attractive and user-friendly interface accommodates genuine member-generated content - news, analysis, events, member offers.

Audience

> 4,000 unique visitors per month

> 9,000 monthly page views from Bulgaria, USA, EU.

Average session duration 3:05 min.

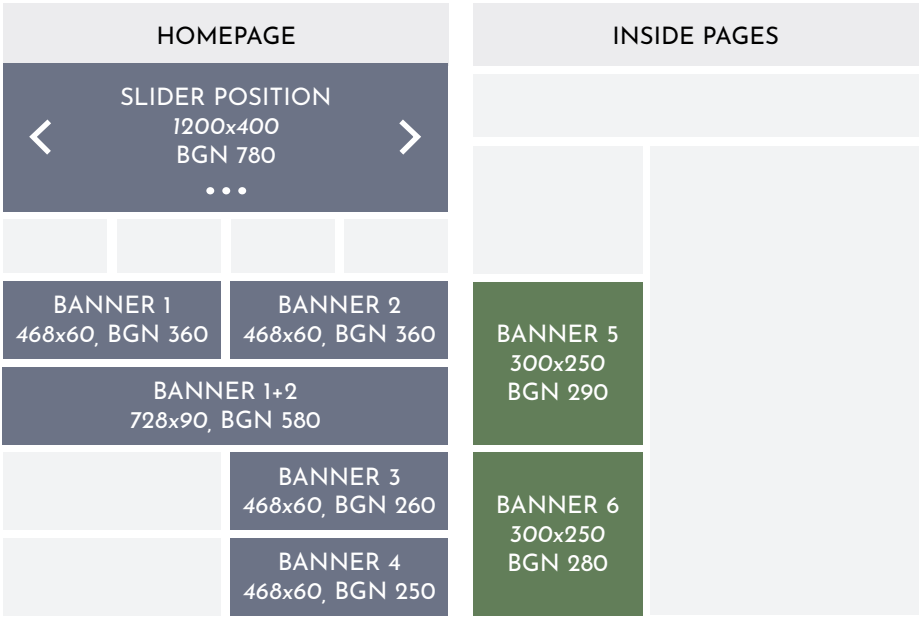
Top Visited Sections

Home Page

Membership Directory

Upcoming Events

Prices Website Banners



- All amounts are subject to VAT.
- Non-member quotes: 30% up.
- One calendar month quotes.

Discounts

25% for 1 year	15% for 6 months	7% for 3 months	4% for 2 months

Ad Delivery Details & Formats

We accept these file formats for banners ads only:
- Flash (*.swf, up to 200 Kb)
- Images (*.gif, *.jpg, *.png)
- Media (*.avi, *.mpg, *.mp3, up to 200Kb)

All files should be submitted three working days before the start of a campaign.

AmCham Weekly News

Profile

AmCham Bulgaria's Weekly Bulletin is our main communication channel with the AmCham members, partners, diplomatic corps, and other stakeholders. It aims to be a focal point of the international business community in Bulgaria – our and other Bilateral chambers, U.S. Embassy, Member companies, Academia.. It offers a summary of upcoming events, policy and legislation matters, member news and offers, as well as follow-ups and activities coverage of past periods.

Audience

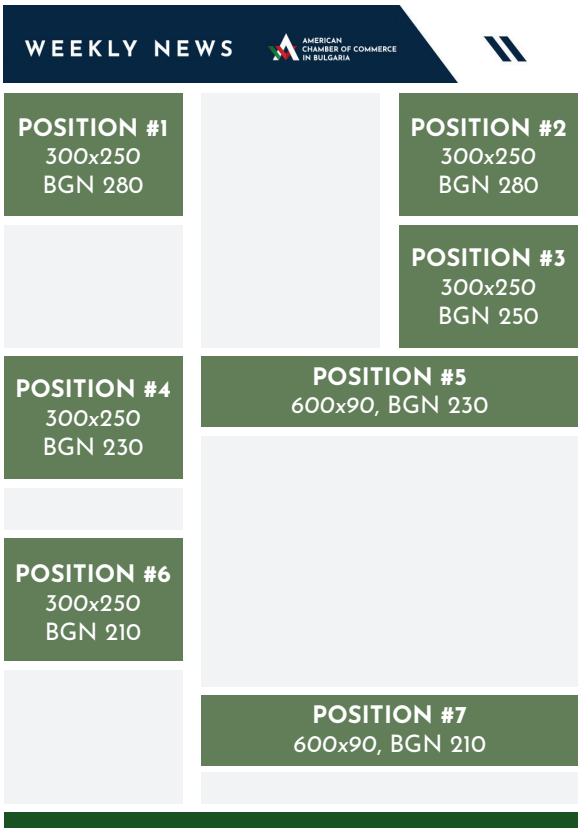
- Average Audience Profile (main group): Age-based range – 25-45 years.
- Our viewers include C-Level and E-Level (VPs or GMs)
- From: ICT, Real Estate & Construction, Consultancy and Legal, Energy, Healthcare, Manufacturing

Distribution

Each Wednesday the Weekly Bulletin carries members' and externals advertisement to a growing audience of more than 2,500 C - and mid-level executives in U.S., Bulgarian and multinational companies, operating in the country, as well as institutions.

Advertising Opportunities

All members' generated content is complimentary for our members. The traffic from these sources leads back to our website. Weekly has just few external but reputable sources. Best way to position your brand, product, and service, is with ad banners that lead to your website.



Specifications

- Jpeg, PNG
- Size: up to 120 KB

Discounts

20% for 1 year	**15% for 6 months**	**7% for 3 months**	**4% for 2 months**

*All amounts are subject to VAT. *Non-member quotes: 30% up.
*One calendar month quotes.

AmCham Yearbook

AMERICAN CHAMBER OF COMMERCE IN BULGARIA

AmCham 2021 Yearbook

Profile

The AmCham Yearbook is the most up-to-date and sophisticated business guide to Bulgaria. It is published with the support of the Commercial Service at the US Embassy Sofia, and the substantial help from AmCham members.

The Yearbook is a valuable source of reference for both current members and companies considering membership and investigating the Bulgarian market:

- Presentation of the American Chamber of Commerce in Bulgaria
- Bulgaria Key Economic Indicators Analyses of the US Embassy Commercial Service
- AmCham Membership Directory

Distribution

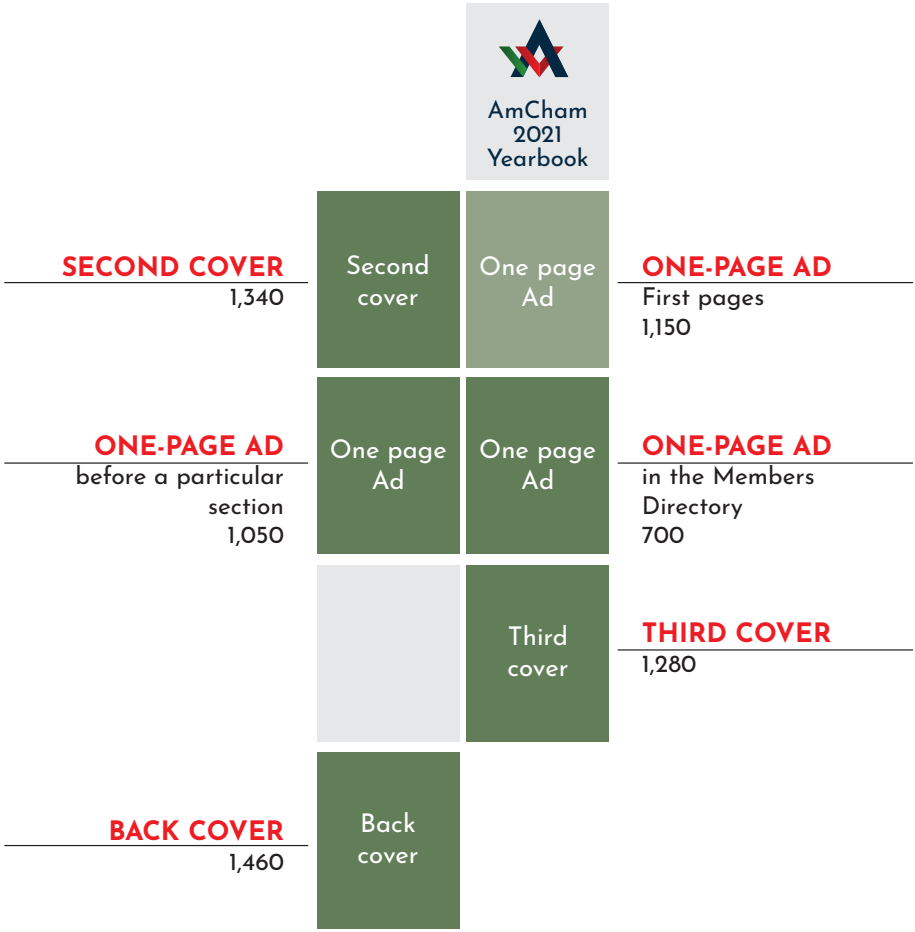
Copies of the Yearbook are distributed to AmCham members, as well as to all American Chambers of Commerce in Europe, the US Chamber of Commerce, high-ranking Government officials, potential foreign investors investigating the Bulgarian market, and potential members interested in networking with AmCham members.

Advertising Reach

Your advertisement will remain, throughout the year, on the desks of highlevel executives who are responsible for budget allocation demanding high quality products and services: Hi-Tech, premium brands of FMCG, luxury goods, automobiles, business services, including finance, banking, legal, courier, travel, hotel accommodation, catering, etc.

Your ad will serve as an ideal networking opportunity for potential investors, intending to set up operations in Bulgaria.

Positioning and Print



- All amounts are subject to VAT.
- Non-member quotes: 30% up.
- One calendar month quotes.

Specifications

- Print out size 210x290 mm + 6 mm bleed
- Advertisements should be provided in Adobe Illustrator ver 9.0 EPS files or Adobe Photoshop TIFF files with minimum 300 DPI

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Take part in the AmCham Bulgaria Communication Platform! Book your brand's positioning and request your personalized offer at amcham@amcham.bg or +359 2 9742 743/4.

www.amcham.bg