



LYNCBURG Business

E-NEWSLETTER PROGRAM

Brief

Want to connect with our business-oriented audience?

Share your business announcements, events and news to build your brand authority!

Expand your reach, authority and expertise by connecting with our subscribed audiences. Lynchburg Business has established an e-newsletter, Lynchburg Business Brief, which focuses on sharing local business news, web exclusive articles, magazine content, events and more.

This newsletter will go out monthly, on Tuesdays mid-month to our Lynchburg Business Brief subscriber base.

Examples of Sponsored Business Content:

**Business Announcements • Upcoming Events • New Hires
Employee Recognition • Business Anniversaries • Company Accolades**

Specs & Prices:

Sponsored Business Content: \$175

1 image (384 (w) x 275 (h) pixels), up to 40 words of copy and a link

Banner Ad: \$50

300 pixels (w) x 250 pixels (h) and link

Sponsored Business Content



TUESDAY, JANUARY 16, 2024

THIS WEEK'S BRIEF STORIES

IN THIS ISSUE:

- Center for Entrepreneurship
- The Role of Networking in Business Events
- 2024 Lynchburg Business Best Of Business Awards
- Content Marketing in the Age of Information Overload
- Petty Livingston and SOVA Legal Merge
- Local Business News



Center for Entrepreneurship

According to the US Small Business Administration, there are more than 32 million small businesses as of the end of 2022, with about 22 percent failing within the first year. Fortunately, there are many programs and organizations that aim to assist new entrepreneurs in achieving their dreams of ownership.

The Lynchburg Regional Business Alliance (LRBA), in conjunction with the Virginia Small Business Development Center (SBDC), is launching the Center for Entrepreneurship.

[Read More](#)



2024 Lynchburg Business Best Of Business Awards

What makes a company successful? Its people? Its profits? Its impact? We consider it a combination of these factors, and we're fortunate to have many successful businesses here in the greater Lynchburg area. Have a business in mind that makes Lynchburg particularly great? Nominate or vote for them in our Lynchburg Business Best of Business Awards!

[Read More](#)



Content Marketing in the Age of Information Overload

In an era where information is abundant and easily accessible, businesses face a unique challenge: breaking through the noise to capture their audience's attention. So how do businesses navigate this landscape to create compelling content that not only grabs attention but also delivers genuine value to the audience?

[Read More](#)



The Role of Networking in Business Events

Networking is often hailed as a cornerstone of success. It goes beyond exchanging business cards or connecting on LinkedIn; it's about building authentic relationships that can lead to collaborations, partnerships, and opportunities. Business events provide a fertile ground for networking, offering a platform for professionals to meet like-minded individuals and forge meaningful connections.

[Read More](#)



Petty Livingston and SOVA Legal Merge

Petty, Livingston, Dawson & Richards, P.C. and Southern Virginia Legal PLLC have announced a merger of their firms. Effective January 1, 2024, as PLDR Law, the two merged entities will create a sixteen-lawyer firm with offices in Lynchburg and Danville, while serving communities across Central and Southern Virginia.

[Read More](#)

Local Business News

THE WATERCOOLER
Virginia Credit Union and Member One Federal Credit Union Jointly Announce their Intent to Merge

Virginia Credit Union, Inc. and Member One Federal Credit Union are excited to announce their plans to merge pending regulatory approval and a positive Member One membership vote. If approved, the combined credit union would serve close to 500,000 members with 37 branch locations and employ approximately 1,100 employees throughout the Commonwealth of Virginia.

[Learn More](#)



Banner Ads

For More Information Contact:

Jeff Perkins:

jeffp@lynchburgmag.com, 864-617-9373

Missy Thoma:

missy@lynchburgmag.com, 434-941-6506

Cindy Bryant

cindy@lynchburgmag.com, 434-841-4490