



THE CHAMBER OF COMMERCE, INC.
W I N D H A M R E G I O N

M E D I A
P A C K A G E
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EFFECTIVE WAYS TO PROMOTE
YOUR BUSINESS

EXCLUSIVE TO CHAMBER MEMBERS



PROMOTE AND GROW

The Chamber offers affordable and effective ways to advertise your business!

The Chamber's mission is to help businesses be more successful. One of the most powerful benefits of membership is the ability to promote your business at affordable rates to the right people. These are exclusive opportunities for Chamber members only and you don't have to leave your office to take advantage of them! For more information please call the Chamber at 860-423-6389.

CHAMBER NEWSLETTER

What: 8 newspaper pages of news about members and the community. Members only.

Timing: Produced monthly, published on the last day of each month.

Reach: Over 8000 homes in the Windham Region, emailed to 5000, mailed to 400 members, featured on website.

Deadline: The first day of the month or 30 days before publication date.

AD SIZE (width x height)	NUMBER OF RUNS		
	1 time	5 or more ads	12 ads
Business Card 1/16 page 3.25" x 2"	\$200	\$150 each (Save \$50 each)	\$100 each (Save \$100 each)
1/8 page 5" x 3.375"	\$300	\$225 each (Save \$75 each)	\$150 each (Save \$150 each)
1/6 page 5" x 4.375"	\$400	\$300 each (Save \$100 each)	\$200 each (Save \$200 each)
1/4 page 5" x 7.875"	\$800	\$600 each (Save \$200 each)	\$400 each (Save \$400 each)

CHAMBER ELECTRONIC NEWSLETTER

What: Electronic newsletter containing Chamber info, events and special offers. Also contains list of new members, news about members, community calendar, member to member discounts. Only members can advertise. Vertical ad is 199 x 199 pixels, horizontal 740 x 200 pixels.

Timing: Produced weekly, published on Tuesday or Wednesday.

Reach: Over 5000 subscribers including members, business professionals, municipal leaders.

Deadline: Friday of each week.

Cost: \$25 per month or \$250 per year (a savings of \$50)

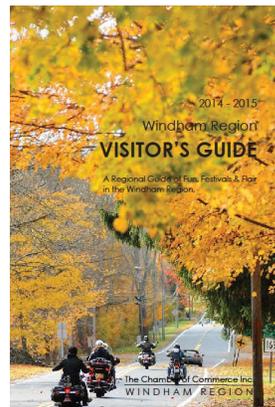
REGIONAL VISITOR'S GUIDE

What: 5.5" X 8.5" color, glossy booklet, approx. 42 pages, listing things to do, places to visit, where to eat, shopping and community events. 90% of our readers are residents of Northeast CT.

Timing: Produced annually, published in the spring, April or May.

Reach: 10,000 copies to visitor centers, town halls, libraries, hotels, B&B's, tourism related businesses. Electronically available on website and e-news.

Deadline: April 1.



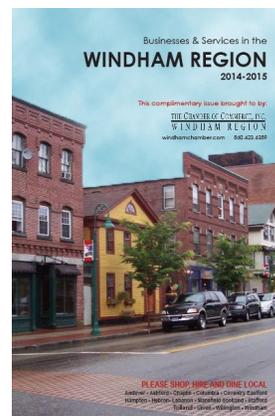
BUSINESS DIRECTORY

What: 5.5" X 8.5" color, glossy booklet, approx. 42 pages, listing members by category and alphabetically with contact information. Readers are residents and business owners of Windham Region.

Timing: Produced annually, published at the end of the year in December.

Reach: Over 8000 homes in the Windham Region, town halls, libraries. Electronically available on website and e-news.

Deadline: December 1.



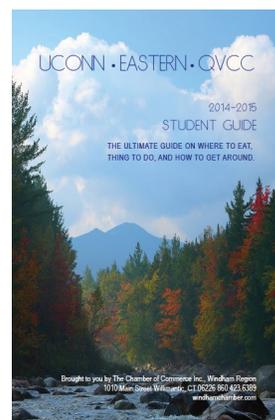
STUDENT GUIDE

What: 5.5" X 8.5" color, glossy booklet, approx. 38 pages. Highlights fun things for students as well as necessary services such as phones, computers, auto, banking, restaurants, shopping. Readers are college students and some staff.

Timing: Produced annually, published in time for "back to school" in Aug/Sept.

Reach: 10,000 copies used at UCONN, Eastern and QVCC campus orientation programs in spring and winter, new student programs in fall, student housing.

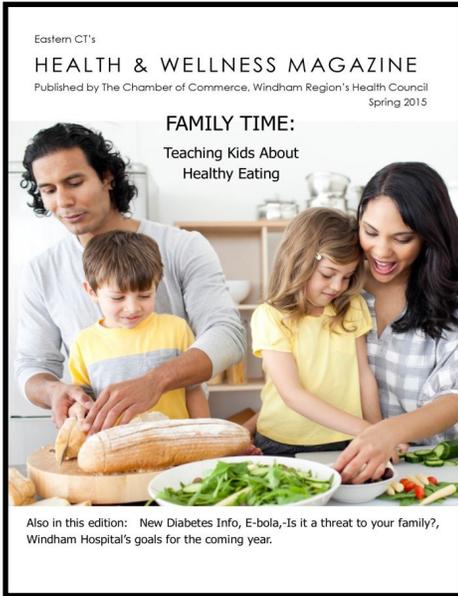
Deadline: July 1.



AD SIZE (width x height)	NUMBER OF RUNS		
	1 guide	2 guides	3 guides
1/4 Page 5" x 1.75"	\$200	\$175 each (Save \$50)	\$150 each (Save \$150)
1/2 Page 5" x 3.75"	\$400	\$350 each (Save \$100)	\$300 each (Save \$300)
Full Page 5" x 8"	\$650	\$600 each (Save \$100)	\$550 each (Save \$300)

All publications are sent out Electronically "in flipbook format" (they look like a real book) to our members, to visitors, people moving into the area, those looking for a referral from the Chamber, and business owners who use them for recruitment purposes. Hard copies are included in our "Welcome Neighbor" baskets.

EASTERN CT'S HEALTH & WELLNESS MAGAZINE



What: 8.5" X 11" color, glossy magazine, approx. 28 pages, with feature stories on providers, agencies, health and wellness topics, informative and of interest to all ages, youth and elderly.

Timing: Produced four times annually: January, April, July, October

Reach: 5,000 copies will be distributed to health and wellness providers and organizations, town halls, senior centers and places of interest. Electronically available on websites and e-news of Health Council members and Chamber.

AD SIZE	1 edition	2-3 editions	4 editions
Full Page 8" x 10.5"	\$650	\$600 each (save \$100)	\$550 each (save \$400)
1/2 Page horizontal 8" x 5.125"	\$400	\$350 each (save \$100)	\$300 each (save \$400)
1/2 page vertical 3.85" x 10.5"	\$400	\$350 each (save \$100)	\$300 each (save \$400)
1/4 Page horizontal 8" x 2.5"	\$200	\$175 each (save \$50)	\$150 each (save \$200)
1/4 page vertical 3.85" x 5.125"	\$200	\$175 each (save \$50)	\$150 each (save \$200)

Deadlines:

- December 1
- March 1
- June 1
- September 1

REAL ESTATE & HOME OWNERS GUIDE

What: 8.5" X 11" color, glossy booklet, 4 pages, containing ads for real estate agents, mortgage lenders, attorneys, appraisers, home inspectors and licensed contractors. *Only members can advertise.*

Timing: Produced annually, published in the summer.

Reach: 5000 copies given to the advertisers, town halls, libraries, banks and local businesses. The Chamber will mail and email to customers requesting a referral. Electronically available on website and e-news. Included in Welcome Neighbor baskets.

Deadline: September 1.



WEBSITE BANNER AD

What: Banner ad on home page of Chamber website. A maximum of four ads will rotate at any one time. Ad will include a link to your website. Size is 468 x 68 pixels. *Only members can advertise.*

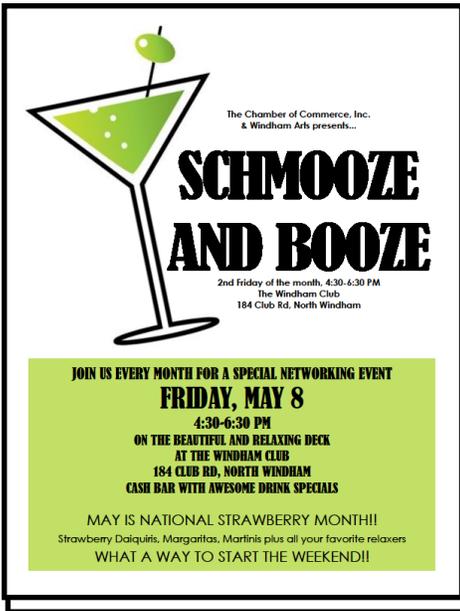
Timing: Ads sold by the quarter year.

Reach: There are approximately 80 users and 200 page views per day.

Deadline: Ten days before start of the quarter.

AD SIZE (width x height)	MEMBER
Business Card 3.5" x 2"	\$100
1/4 Page 3.5" x 4.75"	\$200

PRINTED NEWSLETTER INSERT



What: Our monthly printed newsletter is mailed to all Chamber members each month. You can insert your flyer, promotional materials, advertisement, brochure, coupons, rack cards, postcards, etc. into this mailing. The packet is in an envelope and sent via USPS first class and has a very high open rate.

Timing: Packets are mailed monthly, the last week of the month.

Reach: Approximately 400 members.

Deadline: 400 copies must be brought to the Chamber no later than the 20th of each month for insert.

Cost: \$100 per insert. An "insert" is one 8 1/2" x 11" flyer. It can be printed on one side or both, folded or flat. Larger sizes or multiple pages can be inserted but prices will be additional and must be negotiated depending on the weight of the piece.

PARTY PLANNING & BRIDAL GUIDE

What: 8.5" X 11" color, glossy booklet, 4 pages, containing ads for professionals in the party planning, special event and bridal industries including venues, DJ's, photographers, make-up and hair stylists, spas, caterers, florists and event planners.

Timing: Produced annually, published in the summer.

Reach: 5000 copies given to the advertisers, town halls, libraries, banks and local businesses. The Chamber will mail and email to customers requesting a referral. Electronically available on website and e-news. Included in Welcome Neighbor baskets.

Deadline: July 1.

AD SIZE	MEMBER
Business Card 3.5" x 2"	\$100
1/4 Page 3.5" x 4.75"	\$200

FREE BUSINESS PROMOTION IN NEWSLETTER

What: As a Chamber member you can submit an informational article to the newsletter every month. Examples include: an announcement of a new staff person or an award you have received, an article specific to your industry, an "ask an expert" column that answers questions relevant to your business. All articles must be submitted in Word. One accompanying photo must be submitted as a high resolution pdf. Articles are at the discretion of the Chamber.

Timing: Produced monthly, published on the last day of each month.

Reach: Over 8000 homes in the Windham Region, emailed to 5000, featured on website.

Deadline: The first day of the month or 30 days before publication date.

FREE BUSINESS PROMOTION ON LOCAL RADIO

What: As a Chamber member you can be a guest on our radio show and promote your company for about twenty minutes. All shows are recorded. You must call the Chamber to schedule.

Timing: Produced weekly on Tuesday mornings. Show airs on Tuesdays at 5:05 PM on WILI 1400.

WELCOME NEIGHBOR PROGRAM

What: Each month the Chamber delivers a beautiful gift basket to new home owners. You can add a gift item with your business card attached. Your name and contact info will be included in a pamphlet in the basket and you will get a list of the homes we deliver to each month.

Timing: We have two participation cycles per year, each 6 months. We deliver every month.

Reach: Every new home owner in the towns of Windham, Mansfield, Coventry, Hebron and Columbia.

Cost: \$50 every 6 months plus you have to supply approximately 300 items for the baskets.

THE ULTIMATE MARKETING PACKAGE FOR BUSINESSES

If your business plan includes name recognition and reaching out to a broad audience, then these marketing packages are for you.

"GET YOUR NAME OUT THERE" ADVERTISING PACKAGE:

12 business card ads in each monthly edition of printed newsletter	\$1200
52 e-newsletter ads in each weekly edition	\$250
3 quarter page ads (Visitors Guide, Student Guide, Business Directory)	\$450
365 days of website banner ads	\$1000
Subtotal	\$2900
Minus package discount	-\$250
Total investment	\$2650

GENERAL INFORMATION ABOUT ALL ADVERTISING

The Chamber has the right to refuse to print any inappropriate content. It also has the right to pull any ad that has not been paid for or a "members only ad" if a member does not pay their dues.

Billing: Members can elect to be billed monthly for their ads. Payment for each ad must be made in full before that publication goes to print. Monthly statements and invoices are electronic and sent via email. Package deals can be spread out over 12 months upon approval of the President.

Payments: The Chamber accepts cash, check or charge cards including American Express. For your convenience we offer automatic payments to be charged to your credit card or debit card for no additional charge.

Submission Guidelines: All ads must be submitted electronically to info@WindhamChamber.com. They must be flattened, high resolution acrobat PDF. All graphics and artwork should be at least 300 dpi and must be 4-color process (CMYK).

Creating Ads: The Chamber uses The Golden Acorn Design Co, for its design work. Please contact Melanie Brule at 860-335-1636 or Melanie@goldenacornstudioct.com. Chamber members receive a discount on all services.

**FOR INFORMATION ON ADVERTISING OPPORTUNITIES PLEASE CONTACT THE
CHAMBER AT: 860-423-6389 OR diane@WindhamChamber.com.**