



## MEMBERSHIP BENEFITS

Your membership investment in the Wells Chamber of Commerce entitles you to:

1. "FREE" 25 word listing in the Wells Guide, a full color, area guide book with a circulation of 70,000 copies. Guides are distributed at travel shows throughout New England, New York and Pennsylvania; AAA and CAA offices in the US and Canada; travel agencies and State and local Tourist Information Centers. The Guide is also sent in response to direct inquiries received by the Chamber;
2. "FREE" listing on the Wells Chamber Of Commerce web site – [www.wellschamber.org](http://www.wellschamber.org);
3. Access to group Health Insurance through the Maine State Chamber of Commerce "Chamber BlueOptions" – (only available to members of the Chamber of Commerce);
4. Advertising opportunities in the following publications:
  - Wells Guide – published annually (70,000 copies);
  - Wells Map – published annually (27,500 copies);
  - [www.wellschamber.org](http://www.wellschamber.org) – hot links and banner ads;
  - Chamber Chatter – monthly newsletter (300 copies);
  - Dining & Shopping Guide – published annually (300 copies);
  - Maine Invites You – published annually by the Maine Tourism Association as the official fulfillment magazine of the Maine Office of Tourism (350,000 copies);
  - Maine Beaches Association magazine – published annually for all members of the chambers of commerce from Kittery to Old Orchard Beach (30,000 copies);
5. Brochure distribution through the following:
  - Travel trade shows covering markets in New England, New York, Pennsylvania and Canada;
  - Inclusion in responses to direct inquiries received by the Chamber;
6. Access to the Chamber's membership mailing list and a bulk mailing rate to use for your own advertising efforts;
7. Sponsorships at Chamber of Commerce sponsored events – Silent Auction, Chili-Fest, Christmas Parade, Monthly Business After Hours;
8. Special marketing programs offered by the Maine Beaches Association (chambers of commerce from Kittery to Old Orchard Beach) - programs are offered only to members of the participating chambers.

**WELLS CHAMBER OF COMMERCE**  
**PO BOX 356, WELLS, ME 04090**  
**207-646-2451 voice 207-646-8104 fax**  
**[www.wellschamber.org](http://www.wellschamber.org)**





# 2010 Member Promotional Opportunities

Dear Members:

Following is a comprehensive list of marketing opportunities for your business from print and internet advertising to sponsorships. In an effort to keep everyone informed about all the opportunities available, we have produced this list of programs that are available annually. You'll notice that they are listed by *deadline date*, so you can plan your marketing program effectively. Some programs are limited, so all opportunities are on a first come/first served basis. If there are other advertising or marketing opportunities that you would like to have us consider, please let us know.

This organization belongs to you, our members. We ask you to look at these opportunities and support your organization by participating in as many of these programs as possible while promoting your business through a program that meets your needs.

<b>PRINT ADVERTISING</b>				
<b>PUBLICATION</b>	<b>Rates</b>	<b>Commitment Date</b>	<b>Print Date</b>	<b>Circulation</b>
1. <b>Travel Trade Show Brochures</b> Distributed at trade shows in US & Canada	\$50- \$500	January 15	February & March	3,000 – 5,000
2. <b>Wells Map</b> Distributed to hotels, visitor centers	\$190- \$1200	March 1	May 1	30,000
3. <b>Dining &amp; Shopping Guide</b> Distributed to all lodging, retail and restaurant members, visitor centers	\$100	April 1	May 15	300
4. <b>Maine Invites You</b> Distributed to all State inquiries and trade shows	\$205- \$6860	August 1	January	360,000
5. <b>Wells Guide</b> Distributed to hotels, visitor centers, direct mail, consumer trade shows, Canadian markets	\$175- \$5000	December 1	March 1	70,000
6. <b>Maine Beaches Association Magazine</b> Distributed at trade shows in US & Canada, visitor centers	\$300- \$1500	December 1	February	65,000
7. <b>Newsletter Inserts</b> Distributed to membership and town departments	\$50	10 <sup>th</sup> of month	Monthly	300

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<b>INTERNET ADVERTISING</b>		
	<b>Rates</b>	<b>Commitment Date</b>
1. <b>Basic Hot Link – <a href="http://www.wellschamber.org">www.wellschamber.org</a></b> Allows visitors to the Chamber web site to click directly to your web site from your Chamber listing.	\$95	Anytime
2. <b>Enhanced Listing – <a href="http://www.wellschamber.org">www.wellschamber.org</a></b> Includes hot link allowing visitors to the Chamber web site to click directly to your web site from your Chamber listing; up to four pictures, specific business description including General Information, Specials and Directions. The descriptions can be changed at any time by the individual members	\$150	Anytime
3. <b>Banner Advertising – <a href="http://www.wellschamber.org">www.wellschamber.org</a></b> Square ad that runs along right hand column on Chamber web Site. Ad can contain your logo, pictures, etc. Allows visitors to the Chamber web site to click directly to your web site from ad.	\$200	Anytime

<b>EVENT SPONSORSHIP</b>			
	<b>Rate</b>	<b>Commitment Date</b>	<b>Event Date</b>
1. <b>Town-Wide Yard Sale</b>	\$40- \$500	April	May
2. <b>Silent Auction</b>	\$25- \$1000	June	July
3. <b>Las Vegas Night</b>	\$50- \$500	July	August
4. <b>Chili-Fest</b>	\$50- \$500	July	August
5. <b>Family Jamboree</b>	\$25- \$1000	August	September
6. <b>Christmas Parade</b>	\$25- \$1000	November	December

<b>OTHER SPONSORSHIPS</b>		
	<b>Commitment Date</b>	<b>Event Date</b>
1. <b>Business After Hours</b> A monthly event (except July & August) for networking with your Colleagues	Anytime	Monthly
2. <b>American Flag Program</b> Matching dollars are offered through the Town of Wells for flags to be installed on Route 1	Spring	May through October

If you are interested in participating in any of these programs, or if you need additional information prior to making a commitment, please contact Eleanor Vadenais at the Chamber Office.

Thank you.

# FORM # 1



## 2010 MEMBERSHIP FORM

BUSINESS NAME \_\_\_\_\_

CONTACT(S) \_\_\_\_\_ SIGNATURE \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

TOLL FREE \_\_\_\_\_ E-MAIL \_\_\_\_\_

WEB ADDRESS \_\_\_\_\_

WINTER MAILING ADDRESS \_\_\_\_\_

WINTER PHONE \_\_\_\_\_

### MEMBERSHIP INVESTMENT TOTAL

\$ \_\_\_\_\_ (See box below)

#### MEMBERSHIP CATEGORY

##### ACCOMMODATIONS

- Apartments/Cottages/Condos     Campgrounds  
 B&B/Inns/Guest Houses     Hotels/Motels

##### DINING

- Banquet Facilities     Lobster Pound/Fish Market  
 Ice Cream/Candy/Bakeries     Restaurants

##### SHOPPING

- Antiques     General Retail  
 Baseball Cards     Lobster Pound/Fish Market  
 Books/Maps     Musical Instruments  
 Clothing/Beachwear     Supermarket/Groceries  
 Florist     Wine/Beverages

##### ENTERTAINMENT

- Activities/Attractions     Fitness/Massage/Spa  
 Craft Show     Galleries/Museums/Studios  
 Fishing/Cruises     Golf/Mini-Golf  
     Theaters/Entertainment

##### BUSINESS SERVICES

- Automotive     Newspapers  
 Cellular Phones     Pet Care  
 Child Care     Pest Management  
 Cleaning     Photography  
 Computers     Printing/Publishing  
 Construction/Building Trades     Propane/Fuel Oil  
 Education/Instruction     Storage  
 Embroidery     Transportation/Travel  
 Handy Man     Waste Removal  
 Landscaping/Lawn Care     Water Filtration

##### PROFESSIONAL SERVICES

- Assisted Living     Insurance  
 Banks/Credit Unions     Interior Design  
 Communications/Marketing     Medical Services  
 Financial/Legal     Real Estate Rentals  
 Funeral Homes     Real Estate Sales

##### CIVIC

#### INVESTMENT STRUCTURE

ACCOMMODATIONS (B&B, Inns, Guest Houses, Hotels, Motels, Apartments, Cottages, Condominiums)

- Base of \$225 plus \$5 per room

ACCOMMODATIONS WITH RESTAURANT

- Base of \$225 plus \$5 per room, plus \$3 per seat

CAMPGROUNDS

- Base of \$225 plus \$3 per site

DINING

- Base of \$225 plus \$3 per seat

RETAIL

- Base of \$225 plus \$5 per employee over 3

ENTERTAINMENT

- Base of \$225 plus \$5 per employee over 3

GENERAL SERVICES

- Base of \$225 plus \$5 per employee over 3

PROFESSIONAL SERVICES

- Base of \$225 plus \$5 per employee over 3
- Financial Institutions - \$600
- Hospitals - \$600
- Real Estate Sales/Insurance/Mortgage Brokers - Base of \$225 plus \$75 per agent (includes agent name and contact phone number)
- Utilities - \$600

CIVIC (no business or professional listing)

- Single - \$75
- Couple - \$100

ADDITIONAL CATEGORY LISTING - \$35 per category

MULTIPLE ADVERTISING BROCHURE - \$500 (includes single listing and single brochure space)





**2010 GUIDE LISTING  
& ADVERTISING**

**FREE 25 WORD GUIDE LISTING** (describing your business to readers). Business name, street address and phone are not counted in your 25 word description. Web address is counted as one word.

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**ADDITIONAL GUIDE LISTING (@ \$35 each):**

**NOTE:** Additional listing is **15 WORDS OR LESS** not counting business name, street address and phone. Business name and address must be the same as original listing.

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Total Additional Listings \$ \_\_\_\_\_

**GUIDE DISPLAY AD:** (Following are the guide ad sizes and placement available).

Ad Size	4-Color	2-Color	B & W
Full 4 5/8 x 7 1/2	___ \$1750		
Half Page Vertical 2 1/4 x 7 1/2	___ \$950		
Half Page Horizontal 4 5/8 x 3 3/4	___ \$950		
Quarter Page Vertical 2 1/4 x 3 3/4	___ \$595	___ \$485	___ \$400
Quarter Page Horizontal 4 5/8 x 1 7/8	___ \$595	___ \$485	___ \$400
Eighth Page Vertical 2 1/4 x 1 13/16	___ \$375	___ \$325	___ \$250
Eighth Page Horizontal 4 1/2 x 7/8	___ \$375	___ \$325	___ \$250
Premium 4 5/8 x 7 1/2	___ \$1950		

Preferred Placement	4-Color
Center Spread	___ \$5,000
Back Cover (3/4 page ad w/self mailer)	___ \$3,500
Inside Front Cover (left hand read)	___ \$2,250
Opposite Inside Front Cover (right hand read)	___ \$2,250
Inside Back Cover (right hand read)	___ \$2,250
Opposite Inside Back Cover (left hand read)	___ \$2,250
Opposite Table of Contents (Page 5)	___ \$1,925
Opposite General Information (Page 7)	___ \$1,925
Opposite Calendar of Events (Page 9)	___ \$1,925

**Total Guide Advertising \$ \_\_\_\_\_**  
(Include totals from Page 1 of Form #2)

**FREE GRID LISTING**

Please complete the grid listing form enclosed in this packet.



# INTERNET ADVERTISING

BUSINESS NAME \_\_\_\_\_

WEB SITE ADDRESS \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

Please check the **PRIMARY** category you wish to be listed under. **Note: this is a complimentary listing only - no link is included.**

ACCOMMODATIONS

- Apartments/Cottages/Condos
- B&B/Inns/Guest Houses
- Campgrounds
- Hotels/Motels

DINING

- Banquet Facilities
- Ice Cream/Candy/Bakeries
- Lobster Pound/Fish Market
- Restaurants

RETAIL

- Antiques
- Baseball Cards
- Books/Maps
- Clothing/Beachwear
- Florist
- General Retail
- Lobster Pound/Fish Market
- Musical Instruments
- Supermarket/Groceries
- Wine/Beverages

ENTERTAINMENT

- Activities/Attractions
- Craft Show
- Fishing/Cruises
- Fitness/Massage/Spa
- Galleries/Museums/Studios
- Golf/Mini-Golf
- Theaters/Entertainment

BUSINESS SERVICES

- Automotive
- Child Care
- Cleaning
- Computers
- Construction/Building Trades
- Education/Instruction
- Embroidery
- Handy Man
- Landscaping/Lawn Care
- Newspapers
- Pet Care
- Pest Management
- Photography
- Printing/Publishing
- Propane/Fuel Oil
- Storage
- Transportation/Travel
- Waste Removal
- Water Filtration

PROFESSIONAL SERVICES

- Assisted Living
- Banks/Credit Unions
- Communications/Marketing
- Financial/Legal
- Funeral Homes
- Insurance
- Interior Design
- Medical Services
- Real Estate Rentals
- Real Estate Sales

Please check the type of link.

**HOT LINK** the primary listing - **\$95.00**

**OR**

**ENHANCE** the primary listing - **\$150.00**  
Includes **Hot Link**, up to four pictures, specific business description including General Information, Specials, Directions.

# FORM # 3 Page 2

Please check the **ADDITIONAL** categories you would like to be listed under. Each Additional category - **\$100.00** (includes link).

## ACCOMMODATIONS

- Apartments/Cottages/Condos
- B&B/Inns/Guest Houses
- Campgrounds
- Hotels/Motels

## DINING

- Banquet Facilities
- Ice Cream/Candy/Bakeries
- Lobster Pound/Fish Market
- Restaurants

## SHOPPING

- Antiques
- Baseball Cards
- Books/Maps
- Clothing/Beachwear
- Florist
- General Retail
- Lobster Pound/Fish Market
- Musical Instruments
- Supermarket/Groceries
- Wine/Beverages

## ENTERTAINMENT

- Activities/Attractions
- Craft Show
- Fishing/Cruises
- Fitness/Massage/Spa
- Galleries/Museums/Studios
- Golf/Mini-Golf
- Theaters/Entertainment

## BUSINESS SERVICES

- Automotive
- Child Care
- Cleaning
- Computers
- Construction/Building Trades
- Education/Instruction
- Embroidery
- Handy Man
- Landscaping/Lawn Services
- Newspapers
- Pest Management
- Pet Care
- Photography
- Printing/Publishing
- Propane/Fuel Oil
- Storage
- Transportation/Travel
- Waste Removal
- Water Filtration

## PROFESSIONAL SERVICES

- Assisted Living
- Banks/Credit Unions
- Communications/Marketing
- Financial/Legal
- Funeral Homes
- Insurance
- Interior Design
- Medical Services
- Real Estate Rentals
- Real Estate Sales

**BANNER ADVERTISING - \$200**

**Total Internet Advertising \$** \_\_\_\_\_

**FORM # 4**



# 2010 MAP LISTING & ADVERTISING

Each display ad includes a FREE 25 word listing and a corresponding number on the map marking the location of your business.

<b>Ad Size</b>	<b>2 Color</b>	<b>4 Color</b>
<b>A</b> - 1/8 Page 3 7/16"w x 1 7/16"h	___ \$350	___ \$450
<b>B</b> - 1/4 Page 3 7/16"w x 1 7/8"h	___ \$400	___ \$500
<b>C</b> - 1/2 Page 3 7/16"w x 3 9/16"h	___ \$650	___ \$750
<b>D</b> - 1/2 Page <b>Corner</b> 3 7/16"w x 3 9/16"h	___ \$700	___ \$800
<b>E</b> - Back Cover 3 7/16"w x 8 1/8"h		___ \$1200
<b>F</b> - Listing Only \$190		

**Total Map Advertising \$ \_\_\_\_\_**



**FORM # 5**



# TOTAL INVESTMENT

Membership investment (FORM # 1)	\$	_____
2010 Guide listings & advertising (FORM # 2)	+	_____
2010 Internet advertising (FORM # 3)	+	_____
2010 Map advertising (FORM # 4)	+	_____
<b>TOTAL</b>	<b>\$</b>	<b>_____</b>

\_\_\_\_\_ Check enclosed made payable to WELLS CHAMBER OF COMMERCE

\_\_\_\_\_ Please bill my credit card (MC/Visa/Discover)

Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Billing address: \_\_\_\_\_

Signature: \_\_\_\_\_

**PLEASE NOTE:**

**The deadline for the 2010 Membership Guide is October 15, 2009. Membership and advertising must be PAID IN FULL to be included in the guide and the web site.**

**WELLS CHAMBER OF COMMERCE  
PO BOX 356, WELLS, MAINE 04090  
207-646-2451 voice • 207-646-8104 fax  
[www.wellschamber.org](http://www.wellschamber.org)**

