



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;
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 (15,000 copies);
 - 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

FORM # 1



2012 MEMBERSHIP FORM

BUSINESS NAME _____

CONTACT(S) _____ SIGNATURE _____

STREET ADDRESS _____

MAILING ADDRESS _____

PHONE _____ FAX _____

TOLL FREE _____ E-MAIL _____

WEB ADDRESS _____

WINTER MAILING _____

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 Restaurants
 Ice Cream/Candy/Bakeries

SHOPPING

- Antiques Florist
 Baseball Cards General Retail
 Books/Maps Lobster Pound/Fish Market
 Café/Bakery Shopping Center
 Candy/Confections Supermarket/Groceries
 Clothing/Beachwear Wine/Beverages

ACTIVITIES & RECREATION

- Activities & Attractions Fishing/Cruises
 Bike/Kayak Rental Fitness/Massage/Spa
 Golf/Mini Golf

ARTS & ENTERTAINMENT

- Craft Show Theaters/Entertainment
 Galleries/Museums/Studios

BUSINESS SERVICES

- Automotive Painting
 Baby Equipment Rental Pet Care
 Cleaning Photography
 Computers Printing/Publishing
 Construction/Building Trades Propane/Fuel Oil
 Education/Instruction Signs
 Embroidery Skylight Manufacturing
 Handy Man Storage
 Landscaping/Lawn Care Transportation/Travel
 Laundromat/Dry Cleaning Waste Removal
 Newspapers Water Filtration
 Web Site Development

PROFESSIONAL SERVICES

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

CIVIC

INVESTMENT STRUCTURE

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

- Base of \$250 plus \$8 per room

ACCOMMODATIONS WITH RESTAURANT

- Base of \$250 plus \$8 per room, plus \$3 per seat

CAMPGROUNDS

- Base of \$250 plus \$2 per site

DINING

- Base of \$250 plus \$2 per seat

RETAIL

- Base of \$250 plus \$4 per employee over 3
- Shopping Centers - \$500

ENTERTAINMENT/ACTIVITIES/ARTS/RECREATION

- Base of \$250 plus \$4 per employee over 3
- Amusement Parks - \$500

GENERAL SERVICES

- Base of \$250 plus \$4 per employee over 3

PROFESSIONAL SERVICES

- Base of \$250 plus \$4 per employee over 3
- Financial Institutions - \$600
- Hospitals - \$600
- Utilities - \$600
- Real Estate Sales/Insurance/Mortgage Brokers/Financial/Legal/Medical Services - Base of \$250 plus \$35 each licensed professional + \$4 per employee over 3
- Real Estate Rentals
 - \$500 - up to 50 listings
 - \$700 - 51-200 listings
 - \$900 - 201-400 listings
 - \$1100 - 401-1000 listings
 - \$1500 - 1000+ listings

MULTIPLE ADVERTISING BROCHURE/

CO-OP MARKETING ORGANIZATION - \$500 (includes single listing and single brochure space)

CIVIC (no business or professional listing)

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



2012 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.

10 horizontal lines for writing the 25-word guide listing.

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.

Total Additional Listings \$ _____

7 horizontal lines for writing additional guide listings.

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 (right-hand read, etc). 4 5/8 x 7 1/2	___ \$1850		

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)



2012 INTERNET ADVERTISING

BUSINESS NAME _____

WEB SITE ADDRESS _____

E-MAIL ADDRESS _____

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
- Restaurants

SHOPPING

- Antiques
- Baseball Cards
- Books/Maps
- Café/Bakery
- Candy/Confections
- Clothing/Beachwear
- Florist
- General Retail
- Lobster Pound/Fish Market
- Shopping Center
- Supermarket/Groceries
- Wine/Beverages

ACTIVITIES & RECREATION

- Activities & Attractions
- Bike/Kayak Rental
- Fishing Cruises
- Fitness/Massage/Spa
- Golf/Mini Golf

ARTS & ENTERTAINMENT

- Craft Show
- Galleries/Museums/Studios
- Theaters/Entertainment

BUSINESS SERVICES

- Automotive
- Baby Equipment Rental
- Cleaning
- Computers
- Construction /Building Trades
- Education/Instruction
- Embroidery
- Handy Man
- Landscaping /Lawn Care
- Laundromat/Dry Cleaning
- Newspapers
- Painting
- Pet Care
- Photography
- Printing/Publishing
- Propane/Fuel Oil
- Signs
- Skylight Manufacturing
- Storage
- Transportation/Travel
- Waste Removal
- Water Filtration
- Web Site Development

PROFESSIONAL SERVICES

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

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

Each Additional category - **\$100.00***

* must have a link on your primary category to be eligible for the additional category

ACCOMMODATIONS

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- Real Estate Sales

BANNER ADVERTISING - \$200
(180 x 150 pixels)

Total Internet Advertising \$ _____
(Include Total from Page 1 of FORM # 3)

FORM # 4



2012 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.

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

Total Map Advertising \$ _____

FORM # 5



TOTAL INVESTMENT

Membership investment (FORM # 1)	\$	_____
2012 Guide listings & advertising (FORM # 2)	+	_____
2012 Internet advertising (FORM # 3)	+	_____
2012 Map advertising (FORM # 4)	+	_____
TOTAL	\$	_____

_____ 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 2012 Membership Guide is October 15, 2011. 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**



2012

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.

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

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INTERNET ADVERTISING	Rates	Commitment Date
1. Basic Hot Link – www.wellschamber.org Allows visitors to the Chamber web site to click directly to your web site from your Chamber listing.	\$95	Anytime
2. Enhanced Listing – www.wellschamber.org 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. Banner Advertising – www.wellschamber.org 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
4. Tourist E-Newsletter Monthly e-newsletter delivered via Constant Contact to promote special deals, events, packages, sales and happenings.	Free	Monthly

EVENT SPONSORSHIP	Rate	Commitment Date	Event Date
1. Silent Auction	\$25- \$1000	July	July
2. Chili-Fest	\$50- \$500	July	August
3. Family Jamboree	\$25- \$1000	August	September
4. Christmas Parade	\$25- \$1000	November	December

OTHER SPONSORSHIPS	Commitment Date	Event Date
1. Business After Hours A monthly event (except July & August) for networking with your Colleagues	Anytime	Monthly
2. American Flag Program 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 at 646-2451.

Thank you.