



Support the Chamber Mission

As a Chamber Member, you directly support the Chamber's mission to promote the growth and general prosperity for the businesses in the Town of Wells. The Wells Chamber is the only local organization that has the means and the infrastructure to promote and market Wells as a popular travel destination. Membership dues allow the Chamber the ability to collectively promote and market Wells and its businesses, something which would be difficult for a lone business to do effectively on their own.

What does the Wells Chamber of Commerce do?

- Collaborates with regional and statewide organizations to advocate for our members. We are a member of the following organizations: US Chamber of Commerce, Maine State Chamber of Commerce, Maine Tourism Association, Maine Innkeepers Association, Retail Association of Maine, Maine Beaches Association and the Maine Association of Chamber of Commerce Executives;
- Facilitates communication between our business members and the other facets of our community: municipal officials, local educational institutions, leadership of other community organizations and the general public;
- Staffs and operates a local Information Center;
- Organizes community events and provides a central marketing venue for our members' events as well as other community groups, churches and local non-profits;
- Provides many marketing opportunities for our members (see Marketing Opportunities below);
- Organizes and promotes networking events for our members.
- Organizes and coordinates press releases, media tours and familiarization tours of Wells.

General Business Benefits

- The opportunity to obtain group rates on medical and dental insurance and credit card processing through the Chamber Alliance, a program available to our members in a relationship with the Maine State Chamber;
- Being a part of a cohesive unit to represent the concerns of the Wells area business community on the local, regional, statewide and national levels;
- FREE access to the business mailing lists of the Chamber;
- Bulk mailing capabilities via the Chamber's permit;
- Small business training opportunities;
- Business referrals.

Marketing Opportunities

The Wells Chamber of Commerce assists you in marketing your business to potential customers. Working together we are able to offer our members a wide array of marketing opportunities:

- FREE 25-word listing in the Wells Guide, a full color, area guide book with a circulation of 70,000 copies. The Guides are distributed at travel shows throughout New England and New York; 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;
- FREE listing on the Wells Chamber Of Commerce web site – www.wellschamber.org;
- FREE listing on the Wells Chamber of Commerce Mobile App;
- FREE promotional listings in our Monthly Tourism e-Newsletter;
- FREE brochure space at the Wells Information Center;
- Advertising opportunities in the following publications:
 - Wells Guide – published annually (70,000 copies);
 - Wells Map – published annually (15,000 copies);
 - www.wellschamber.org – internet hot links, enhanced links and banner ads;
 - Chamber Chatter – monthly newsletter (300 copies);
 - Dining, Shopping & Entertainment 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);
 - Brochure distribution through Consumer Travel Trade Shows covering markets in New England, New York, and Canada as well as inclusion in responses to direct inquiries received by the Chamber;
- Sponsorships at Chamber of Commerce sponsored events – Silent Auction, Chili-Fest, Family Jamboree, Christmas Parade.

Added Credibility

Being a member of the Wells Chamber brings added credibility to your business. Many customers and visitors look to the Chamber as a source for finding reliable businesses they can trust. By identifying yourself with the area's leading business organization, you will reach more customers, resulting in greater success. The Wells Chamber of Commerce decal displayed at your business shows that you support prosperity, support progress and a high quality of life in Wells.

WELLS CHAMBER OF COMMERCE
PO BOX 356, WELLS, MAINE 04090
207-646-2451 voice • 207-646-8104 fax
www.wellschamber.org



2017 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 & Entertainment 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 |

Continued on back ►►►►►

| 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 in-season 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. Veterans Day 5K Road Race | \$25- \$1000 | October | November |
| 5. Christmas Parade | \$25- \$1000 | November | December |

If you are interested in participating in any of these programs, or if you need additional information prior to making a commitment, please contact Darr Littlefield or Eleanor Vadenais at the Chamber Office at 207-646-2451.

Thank you.

2017 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)

ACCOMMODATIONS

- ___ Accommodations w/Restaurant
- ___ Apartments/Cottages/Condos
- ___ B&B/Inns/Guest Houses
- ___ Campgrounds
- ___ Hotels/Motels
- ___ Linen Rentals

DINING

- ___ Banquet Facilities
- ___ Deli
- ___ Drive Thru
- ___ Ice Cream/Candy/Bakeries
- ___ Restaurants

SHOPPING

- ___ Antiques
- ___ Books/Maps
- ___ Café/Bakery
- ___ Candy/Confections
- ___ Clothing/Beachwear
- ___ Consignment Shop
- ___ Florist
- ___ General Retail
- ___ Home Furnishings
- ___ Lobster Pound/Fish Market
- ___ Shopping Center
- ___ Supermarket/Groceries
- ___ Wine/Beverages
- ___ Women's Jewelry/Accessories

ACTIVITIES & RECREATION

- ___ Activities & Attractions
- ___ Baseball Team
- ___ Craft Shows
- ___ Eco Adventures
- ___ Fishing/Cruises
- ___ Golf/Mini Golf

ARTS & ENTERTAINMENT

- ___ Craft Shows
- ___ Galleries/Museums/Studios
- ___ Theaters/Entertainment

BUSINESS SERVICES

- ___ Automotive
- ___ Basement Waterproofing
- ___ Cleaning
- ___ Computers

- ___ Construction/Building Trades
- ___ Education/Instruction
- ___ Energy Services
- ___ Entertainment/Party Rentals
- ___ Graphic Design Services
- ___ Hardware/Paint/Lawn/Garden
- ___ Landscaping/Lawn Care
- ___ Laundromat/Dry Cleaning
- ___ Linen Rentals
- ___ Newspapers
- ___ Paving/Sealcoating
- ___ Pet Care
- ___ Printing/Publishing
- ___ Propane/Fuel Oil/Bioheat
- ___ Property Management
- ___ Signs
- ___ Storage
- ___ Transportation
- ___ Travel Agency
- ___ Waste Removal
- ___ Web Site Development

PROFESSIONAL SERVICES

- ___ Assisted Living/Home Care
- ___ Banks/Credit Unions
- ___ Communications/Marketing
- ___ Financial/Legal/Taxes
- ___ Funeral Homes
- ___ Health/Wellness
- ___ Hospital
- ___ Insurance
- ___ Medical/Dental Services
- ___ Real Estate Home Inspections
- ___ Real Estate Rentals
- ___ Real Estate Sales
- ___ State Agency
- ___ Water Filtration

WEDDING SERVICES

- ___ Ceremony Sites
- ___ Flowers
- ___ Tent/Party Rentals
- ___ Trolley Charters
- ___ Wedding Officiant
- ___ Weddings/Receptions/
- ___ Rehearsal Dinners
- ___ 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 \$2 per seat

CAMPGROUNDS

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

DINING

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

SHOPPING

- \$250
- Shopping Centers - \$250

ACTIVITIES & RECREATION / ARTS & ENTERTAINMENT

- \$250
- Amusement Parks - \$500

BUSINESS SERVICES

- \$250

PROFESSIONAL SERVICES

- \$250
- 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
- Real Estate Rentals - \$300

WEDDING SERVICES

- \$250

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

2017 GUIDE LISTING

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.

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 Listing \$ _____

2017 GUIDE ADVERTISING

GUIDE DISPLAY AD: Please circle the type of ad you want.

| 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 | ___ \$1,925 |
| Opposite General Information | ___ \$1,925 |
| Opposite Calendar of Events | ___ \$1,925 |

___ I will submit new ad.

Total Guide Advertising \$ _____
(Include Totals from Page 1 of FORM # 2)

FREE GRID LISTING

BUSINESS NAME _____

WEB SITE ADDRESS _____

E-MAIL ADDRESS _____

Note: this is a complimentary listing only - no link is included.

- ACCOMMODATIONS
- Accommodations w/Restaurant
- Apartments/Cottages/Condos
- B&B/Inns/Guest Houses
- Campgrounds
- Hotels/Motels
- Linen Rentals

- DINING
- Banquet Facilities
- Deli
- Drive Thru
- Ice Cream/Candy/Bakeries
- Restaurants

- SHOPPING
- Antiques
- Books/Maps
- Café/Bakery
- Candy/Confections
- Clothing/Beachwear
- Consignment Shop
- Florist
- General Retail
- Home Furnishings
- Lobster Pound/Fish Market
- Shopping Center
- Supermarket/Groceries
- Wine/Beverages
- Women's Jewelry/Accessories

- ACTIVITIES & RECREATION
- Activities & Attractions
- Baseball Team
- Craft Shows
- Eco Adventures
- Fishing/Cruises
- Golf/Mini Golf

- ART & ENTERTAINMENT
- Craft Shows
- Galleries/Museums/Studios
- Theaters/Entertainment

- BUSINESS SERVICES
- Automotive
- Basement Waterproofing
- Cleaning
- Computers

- Construction/Building Trades
- Education/Instruction
- Energy Services
- Entertainment/Party Rentals
- Graphic Design Services
- Hardware/Paint/Lawn/Garden
- Landscaping/Lawn Care
- Laundromat/Dry Cleaning
- Linen Rentals
- Newspapers
- Paving/Sealcoating
- Pet Care
- Printing/Publishing
- Propane/Fuel Oil/Bioheat
- Property Management
- Signs
- Storage
- Transportation
- Travel Agency
- Waste Removal
- Web Site Development

- PROFESSIONAL SERVICES
- Assisted Living/Home Care
- Banks/Credit Unions
- Communications/Marketing
- Financial/Legal/Taxes
- Funeral Homes
- Health/Wellness
- Hospital
- Insurance
- Medical/Dental Services
- Real Estate Home Inspections
- Real Estate Rentals
- Real Estate Sales
- State Agency
- Water Filtration

- WEDDING SERVICES
- Ceremony Sites
- Flowers
- Tent/Party Rentals
- Trolley Charters
- Wedding Officiant
- Weddings/Receptions/
- Rehearsal Dinners

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.

2017 INTERNET LINK & ADVERTISING

PAGE # 5

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

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

ACCOMMODATIONS

- Accommodations w/Restaurant
- Apartments/Cottages/Condos
- B&B/Inns/Guest Houses
- Campgrounds
- Hotels/Motels
- Linen Rentals

DINING

- Banquet Facilities
- Deli
- Drive Thru
- Ice Cream/Candy/Bakeries
- Restaurants

SHOPPING

- Antiques
- Books/Maps
- Café/Bakery
- Candy/Confections
- Clothing/Beachwear
- Consignment Shop
- Florist
- General Retail
- Home Furnishings
- Lobster Pound/Fish Market
- Shopping Center
- Supermarket/Groceries
- Wine/Beverages
- Women's Jewelry/Accessories

ACTIVITIES & RECREATION

- Activities & Attractions
- Baseball Team
- Craft Shows
- Eco Adventures
- Fishing/Cruises
- Golf/Mini Golf

ART & ENTERTAINMENT

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

BUSINESS SERVICES

- Automotive
- Basement Waterproofing
- Cleaning
- Computers

- Construction/Building Trades
- Education/Instruction
- Energy Services
- Entertainment/Party Rentals
- Graphic Design Services
- Hardware/Paint/Lawn/Garden
- Landscaping/Lawn Care
- Laundromat/Dry Cleaning
- Linen Rentals
- Newspapers
- Paving/Sealcoating
- Pet Care
- Printing/Publishing
- Propane/Fuel Oil/Bioheat
- Property Management
- Signs
- Storage
- Transportation
- Travel Agency
- Waste Removal
- Web Site Development

PROFESSIONAL SERVICES

- Assisted Living/Home Care
- Banks/Credit Unions
- Communications/Marketing
- Financial/Legal/Taxes
- Funeral Homes
- Health/Wellness
- Hospital
- Insurance
- Medical/Dental Services
- Real Estate Home Inspections
- Real Estate Rentals
- Real Estate Sales
- State Agency
- Water Filtration

WEDDING SERVICES

- Ceremony Sites
- Flowers
- Tent/Party Rentals
- Trolley Charters
- Wedding Officiant
- Weddings/Receptions/
Rehearsal Dinners

BANNER ADVERTISING - \$200

(180 x 150 pixels)

Total Internet Advertising \$ _____
(Include Total from Page 4)

2017 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.

Please circle the type ad you want.

| 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 | | |

___ I will submit new ad.

Total Map Advertising \$ _____

TOTAL 2017 INVESTMENT

BUSINESS NAME:

Membership investment (**PAGE # 1**) \$ _____

Guide listings & advertising (**PAGES # 2 & 3**) + _____

Internet advertising (**PAGES # 4 & 5**) + _____

Map advertising (**PAGE # 6**) + _____

TOTAL INVESTMENT (PAGE # 7) \$ _____

_____ 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:
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