



FOR OUR MEMBERS

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 as well as a great place to live and work. 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 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 and is mailed on an annual basis to every household in Wells;
- 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;
- Print and Internet Advertising opportunities, Event Sponsorships (see attached Promotional Opportunities)

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.



2018 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	300,000
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 next page



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. 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.

2018 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
- Linen Rentals
- B&B/Inns/Guest Houses
- Campgrounds
- Hotels/Motels

DINING

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

SHOPPING

- Antiques
- Books/Maps
- Café/Bakery
- Clothing/Beachwear
- Consignment Shop
- Florist
- Furniture Store
- General Retail
- Home Furnishings
- Lobster Pound/Fish Market
- Shopping Center
- Supermarket/Groceries
- Wine/Beverages

ACTIVITIES & RECREATION

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

ARTS & ENTERTAINMENT

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

BUSINESS SERVICES

- Automotive
- Basement Waterproofing

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

PROFESSIONAL SERVICES

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

WEDDING SERVICES

- Ceremony Sites
- Tent/Party Rentals
- Trolley Charter/Custom Tours
- Wedding Officiant
- Wedding/Receptions/Rehearsal Dinners

CIVIC / Other

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

- Base of \$250
- Shopping Centers - \$250

ACTIVITIES & RECREATION / ARTS & ENTERTAINMENT

- Base of \$250
- Amusement Parks - \$500

BUSINESS SERVICES

- Base of \$250

PROFESSIONAL SERVICES

- Base of \$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 + \$4 per employee over 3
- Real Estate Rentals - \$300

WEDDING SERVICES

- Base of \$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

2018 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.

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 \$ _____

We have checked the ad you had last year.
Please circle the type 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 (Page 5)	___ \$1,925
Opposite General Information (Page 7)	___ \$1,925
Opposite Calendar of Events (Page 9)	___ \$1,925

___ Keep same ad as last year.

___ Will submit new ad.

Total Guide Advertising \$ _____
(Include Totals from Page # 2 & 3)

FREE GRID LISTING

Please contact Darr (wellschamber@wellschamber.org or 207-646-2451), at the Wells Chamber for the correct Grid Form for your business if not included in this packet. Thank You. . .

2018 INTERNET ADVERTISING

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
- Linen Rentals
- B&B/Inns/Guest Houses
- Campgrounds
- Hotels/Motels

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

- SHOPPING
- Antiques
- Books/Maps
- Café/Bakery
- Clothing/Beachwear
- Consignment Shop
- Florist
- Furniture Store
- General Retail
- Home Furnishings
- Lobster Pound/Fish Market
- Shopping Center
- Supermarket/Groceries
- Wine/Beverages

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

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

- BUSINESS SERVICES
- Automotive

- Basement Waterproofing
- Cleaning Services
- Computers/Copiers
- Construction/Building Trades
- Education/Instruction
- Graphic Designer Services
- Hardware/Paint/Lawn/Garden
- Landscaping/Lawn Care
- Laundromat/Dry Cleaning
- Linen Rentals
- Newspapers
- Paving/Sealcoating
- Pet Care/Kennels
- Printing/Publishing
- Propane/Fuel/Oil/Bioheat
- Property Management/HVAC
- Signs
- Transportation/Travel
- Travel Agency
- Waste Removal
- Web Site Development

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

- WEDDING SERVICES
- Ceremony Sites
- Tent/Party Rentals
- Trolley Charters/Custom Tours
- 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.

2018 INTERNET & 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
- Linen Rentals
- B&B/Inns/Guest Houses
- Campgrounds
- Hotels/Motels

DINING

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

SHOPPING

- Antiques
- Books/Maps
- Café/Bakery
- Clothing/Beachwear
- Consignment Shop
- Florist
- Furniture Store
- General Retail
- Home Furnishings
- Lobster Pound/Fish Market
- Shopping Center
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- Wine/Beverages

ACTIVITIES & RECREATION

- Activities & Attractions
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- Craft Shows
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- Horse Farm

ART & ENTERTAINMENT

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

BUSINESS SERVICES

- Automotive

- Basement Waterproofing
- Cleaning Services
- Computers
- Construction/Building Trades
- Education/Instruction
- Graphic Design Services
- Hardware/Paint/Lawn/Garden
- Landscaping/Lawn Care
- Laundromat/Dry Cleaning
- Linen Rentals
- Newspapers
- Paving/Sealcoating
- Pet Care/Kennels
- Printing/Publishing
- Propane/Fuel/Oil/Bioheat
- Property Management/HVAC
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PROFESSIONAL SERVICES

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- Communications/Marketing
- Financial/Legal/Taxes
- Funeral Homes/Monuments
- Health/Wellness
- Insurance
- Massage/Fitness/Spa
- Medical/Dental Services
- Real Estate Home Inspections
- Real Estate Rentals
- Real Estate Sales
- State Agency
- Water Filtration/Treatment

WEDDING SERVICES

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

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

Total Internet Advertising \$ _____
(Include Total from Page # 4 & 5)

2018 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.

We have checked the ad you had last year.
Please circle the type 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		

___ Keep same ad as last year.

___ Will submit new ad.

___ Keep same listing as last year.

___ Make listing changes as indicated.

Total Map Advertising \$ _____

2018 TOTAL INVESTMENT

Membership investment (PAGE # 1)	\$ _____
Guide listings & advertising (PAGE # 2 & 3)	+ _____
Internet advertising (PAGE # 4 & 5)	+ _____
Map advertising (PAGE # 6)	+ _____
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:
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