

2009 Advertising Package Agreement

What are the packages:

The Chamber has created the following advertising packages to help members streamline their promotional campaigns at a discounted rate. Members can select from the following options:

1. Choose a pre-packaged thematic ad campaign;
2. Build an advertising package based on member preferred ad options; or
3. Select individual ad options a-la-cart

Choose the advertising opportunity that works best for you and your business. Complete the agreement and return to the Chamber. Ad copy and payment needs to be submitted by the 15 of the month prior to the starting month ads are regularly due. For example, in order to run a business card ad in the July *Chamber News*, ad copy and payment are required by June 15.

Any business who wishes to participate in the Chamber's advertising packages program must be a current member in good standing. If membership dues are up for renewal during the advertising package's timeframe, dues must be paid within 30 days of receipt. If membership dues are not paid within 30 days of receipt, advertising will be terminated and no refund will be allowed.

The Chamber of Commerce reserves the right to determine the appropriateness of all advertisements and holds the right to reject any ad that is not suitable. The Chamber also reserves the right to discontinue the advertising packages program at any time it deems necessary.

LAKES REGION CHAMBER OF COMMERCE

For More Information:

Contact the Lakes Region Chamber of Commerce at 603.524.5531

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Signature: _____ Date: _____

The undersigned agrees to accept and comply with all regulations and conditions as stated on the advertising package agreement form.

1. Choose a Pre-packaged Thematic Campaign:

Refer to a la cart listing on the back side for details on option items. No substitutions.

Package A - Business Theme Campaign - \$700
Website tile ad for 9 mths
Membership Directory 1/3 pg ad
Chamber News business card ad for 3 mths

Package B - Tourism Theme Campaign - \$265
Website tile ad for 6 mths
Sponsorship tile ad on the *Lakes Region Traveler* E-Newsletter

2. Build Your Own Package:

Choose 3 from the 5 following Chamber promotional opportunities to build your own custom advertising campaign (refer to a la cart listing on the following page for details on each option):

- | | | |
|--------------------------|---|-------|
| <input type="checkbox"/> | 3 month tile ad on www.laconia-weirs.org | \$105 |
| <input type="checkbox"/> | Business card ad in the annual <i>Membership Directory & Buyer's Guide</i> | \$225 |
| <input type="checkbox"/> | 8' x 20' standard booth at the Chamber's Lakes Region Business Showcase..... | \$275 |
| <input type="checkbox"/> | 2 month insert in the <i>Chamber News</i> newsletter..... | \$150 |

Sub-total: \$ _____

Total Amount Due: \$ _____

Send copy of agreement & payment to: **Joyce Cameron** Make checks payable to: Lakes Region Chamber of Commerce
The Lakes Region
Chamber of Commerce
383 South Main Street, Laconia, NH 03246

3. A-La-Cart Advertising Opportunities



Monthly newsletter

650 distributed to membership and local/state officials; electronically sent to Chamber e-mail distribution list and posted on www.laconia-weirs.org.

1/2 pg vertical (3.5" x 9.5")		
1x.....	\$175	<input type="checkbox"/>
6x.....	\$155	<input type="checkbox"/>
12x.....	\$135	<input type="checkbox"/>
1/2 pg horizontal (9.5" x 4.5")		
1x.....	\$175	<input type="checkbox"/>
6x.....	\$155	<input type="checkbox"/>
12x.....	\$135	<input type="checkbox"/>
1/4 pg (3.5" x 4.5")		
1x.....	\$95	<input type="checkbox"/>
6x.....	\$85	<input type="checkbox"/>
12x.....	\$75	<input type="checkbox"/>
Business card (3.5" x 2")		
1x.....	\$45	<input type="checkbox"/>
6x.....	\$40	<input type="checkbox"/>
12x.....	\$35	<input type="checkbox"/>
Insert (8.5" x 11")		
for-profit.....	\$75	<input type="checkbox"/>
non-profit.....	\$50	<input type="checkbox"/>

2008-2009 Membership Directory

Annual publication, 750 distributed to membership and business inquiries.

Back Cover (full color, 3.375" x 8")		
.....	\$600	<input type="checkbox"/>
Inside Cover (3.375" x 8")		
.....	\$475	<input type="checkbox"/>
Full pg (3.375" x 8")		
.....	\$400	<input type="checkbox"/>
1/2 pg (3.375" x 3.875")		
.....	\$335	<input type="checkbox"/>
1/3 pg (3.375" x 2.625")		
.....	\$275	<input type="checkbox"/>
Business card (3.375" x 1.75")		
.....	\$225	<input type="checkbox"/>
Alpha Banner ad (3.375" x 1.25")		
.....	\$125	<input type="checkbox"/>
Additional category		
.....	\$30	<input type="checkbox"/>
Additional names		
.....	\$10	<input type="checkbox"/>

Website

www.laconia-weirs.org ad rotated throughout the site, including the homepage. Ads average 11,000 showings per month.

Tile ad (125 x 125 pixels)		
3mths.....	\$105	<input type="checkbox"/>
6mths.....	\$180	<input type="checkbox"/>
9mths.....	\$265	<input type="checkbox"/>
12mths.....	\$350	<input type="checkbox"/>

Expanded Website Listing

Enhanced Listing.

Bold listing in each category and alphabetical listing.....\$150

Featured Business

24/7 advertising for 30 days on Home Page.....\$200
(only 1 available per month)

**LAKES REGION
CHAMBER OF COMMERCE**

Sub-total: _____