

Happy Holidays! I wish you and yours the best this Holiday Season?

It's that time of year when a lot of us are closing our year end books and looking to the future by planning our budgets for the coming year. I invite you to take another look at the type of marketing the Chamber has to offer your business and decide if it fits into your marketing plans for the new year.

**Web Ads** are great if you want your message to be available to a large audience. The Chamber website receives almost 1,000,000 visitors per year. Great news for your advertising message to be seen by a lot of people. Web ads are \$200 for six months, they average 37,682 impressions and 12 clicks.

**Display ads** in the Chamber Community Guide are a great way to get your marketing message into every home and business in our community. 41,000 copies of the Guide are produced each year with approximately 38,000 copies mail delivered to seven zip codes in our area. The Community Guide is more than a magazine with limited shelf life. The Community Guide is a publication that most people keep in a handy location all year round until the new one is published. Tourists use the book to find out where to eat, shop, play, learn about our community's history and other interesting facts about our community. People who are thinking of moving here use the book to get information about "what's happening" in our towns and demographics. Locals use the book to know "who to call for what". The book has something for everyone which makes it a publication that has a long shelf life. Display ads cost from \$500 to \$3000 a year, depending on size and placement.

**Breakfast Sponsors** are the spotlight of our monthly meeting. By sponsoring a breakfast, you can give a live presentation/demonstration to a captive audience. This event averages sixty-five attendees each month. In the month leading up to the breakfast you receive top billing on the Chamber's weekly E-Blast. Our analytics through Constant Contact show that on the average Breakfast Sponsors receive an average of 24 clicks from the Chamber weekly E-Blast back to their websites. The question for you is, "how do I convert these potential clicks into customers for life"! This is an amazing value for \$150 a month!

**Mixer Hosts** can introduce or make consumers aware of your products, services or store front by hosting the monthly Mixer. There is no cost to be a host but there is an expectation that attendees will be treated to light appetizers and beverages. This social event sees an average of fifty attendees each month. The host is formally introduced and has the opportunity to introduce their team, talk about their business, services, etc. Mixer hosts also receive an average of 24 clicks from the Chamber E-Blast back to their website. There is only availability for eleven hosts per year, so they book up quickly. The only available date in 2019 is August 14, If you are eager to be a host call the Chamber office to book your date in 2020!

Colleen, Jackie and I are committed to helping you be successful in your investments with the Chamber.

Happy Holidays!

Patty Villeneuve, President/CEO