

## Member Website Benefits:

Manage your own information using the login name & password assigned when you join.

### Online Business Directory Listing- FREE

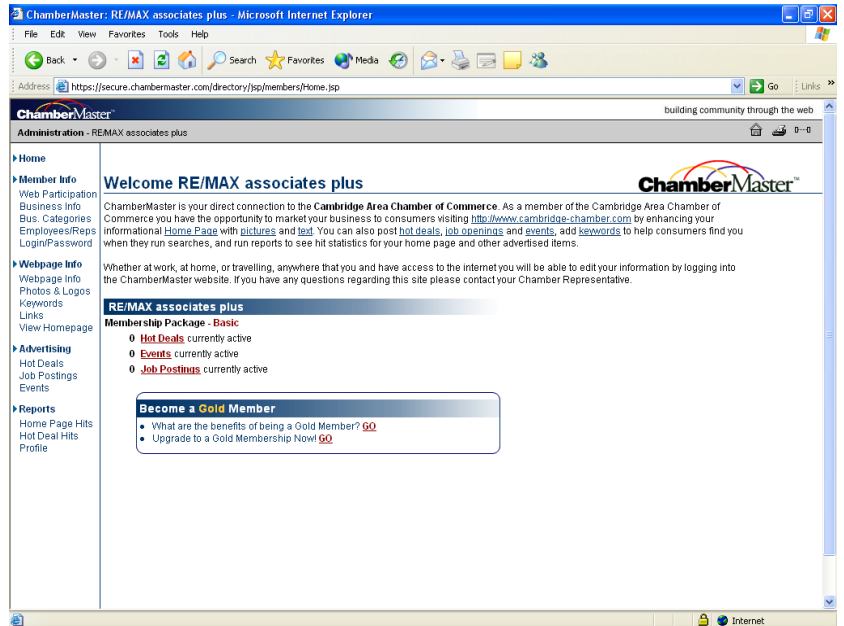
Each chamber member receives a listing in the Chamber's online business directory. Visitors to the site find your listing by searching by category or keyword, or Business name.

### Member Information Web Page- FREE

Included with your business directory listing is a member information web page for each member. Use this web page to promote your business and provide the following information:

- 200 Character Business Description
- Hours of Operation
- Driving Directions
- 8 Key Words search terms

This is a snap shot of the ChamberMaster Member Welcome page. This is where the menu bar is located that you use to maintain the information listed on your Member page.



### Post Hot Deals - \$10 per week



Advertise value added specials or offer coupons on the website's Hot Deals page. Your unique "Members Only" login lets you enter the title, description, category, and date range for the special to run. The Hot Deal coupon can include a link to your website.

### Advertise Business Events on the Community Calendar - FREE

Post your Upcoming Event, Grand Opening, or other event on the Chamber's community calendar. Simply login using your "Members Only" access and submit your event for chamber approval.

Your Chamber's ChamberMaster application also includes an events management module that makes it even easier to participate in Chamber events. Now, you can register for events online. You can also opt to be reminded of events, or sign up for automatic e-mail notification when events are added.

Your Chamber staff is available to assist when needed. Start taking advantage of these opportunities today and see the results tomorrow.

## Member Page Enhancements & Banner Advertising:

### 1. Regular Website Link **FREE**

- Your website link displayed on your chamber web page.

## 2. Enhanced Member Page Listings with Priority Placement **FREE**

Add these features to enhance your message and receive priority placement!

- Your business name will be displayed above any non-enhanced members in the search results
- 200-character description will be added to your search results page under your name & address.
- 1600 Enhanced character description
- Map link (Google, Map Quest or upload your own PDF map)
- Photos (up to 8)
- Your business logo placed on your Member page.
- Bullet point listing (up to 5)
- 20 Key Words search terms

## 3. Search Results Listing Icon (Included in Enhanced Member Page Listing) **FREE**

- Your logo or icon is placed next to your name on the search results page (75x75 pixels)

## 4. Additional Website Link **FREE**

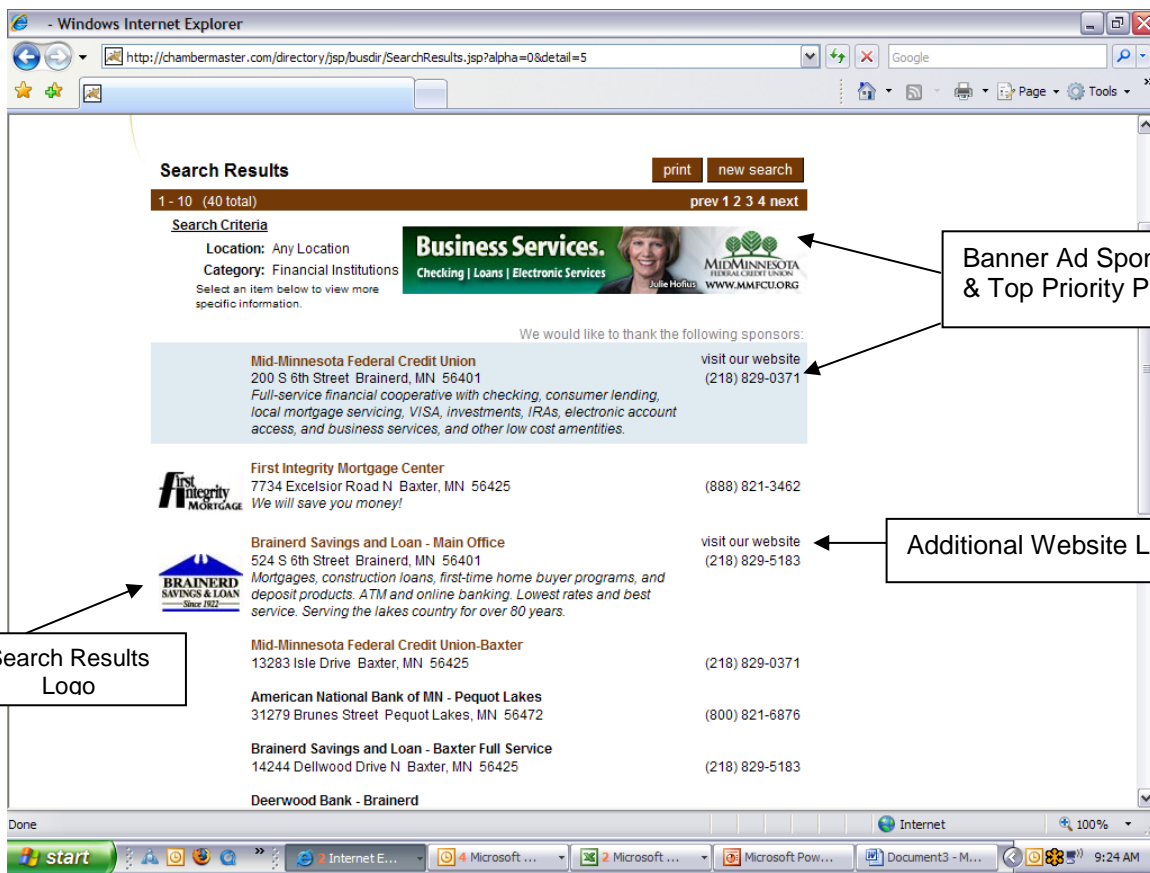
- Visitors will be able to link to your website from the search result page.

Please view Enhanced Member Page example below.

The screenshot shows a web browser window with the URL <http://public.westerlychamber.org/list/Member/wood-river-evergreens-inc-hope-valley.htm>. The browser's address bar shows the page title "Wood River Evergreens, Inc. | Landscaping". The page content includes a navigation bar with links for "Visit Our Website", "Request Info", "Print", and "Email A Friend". Below this is the company logo and name "Wood River Evergreens, Inc. landscaping". A contact information box provides the address "101 Woodville Road, Hope Valley RI 02832", phone number "(401) 364-3387", and fax number "(401) 364-3737". It also includes links for "Click to Learn More" and "View Map", and a directions section: "From 95S: Exit 2, left. At stop left onto Woodville Rd. Entrance about 1.5 miles on left. From 95N: Exit 3B, Rt 138W. Left on Mechanic St. Rt on Sandy Pond Rd. Right on Woodville Rd. Entrance on right." and business hours "8 am - 4:30 pm Mon thru Fri Sat by appointment". A "highlights" section lists services: "Landscape Design, Construction & Maintenance", "Landscape Lighting", "Masonry", "Custom Water Features", and "Custom Carpentry". An "about us" section describes the company as an award-winning landscape design, construction, and maintenance firm in southern Rhode Island and eastern Connecticut, specializing in premier coastal landscapes. It mentions services like specimen plantings, custom walls, driveways, walkways, outdoor kitchens, garden structures, and landscape lighting. A large image of a garden with purple flowers is shown, with a smaller thumbnail image below it. The browser's status bar at the bottom indicates "Done", "Internet | Protected Mode: On", and a zoom level of "125%".

## Banner Sponsorships (Banner size is 480X60)

- Limited sponsorships available in each category
- Limited sponsorships available on the Business Directory Search Page
- Top Priority Placement – highlight your business in the blue section



Search Results Logo

Banner Ad Sponsorship & Top Priority Placement

Additional Website Link

## Member Marketing Opportunities:

Throughout the year, the Chamber provides opportunities for your business to market/advertise your services. Take a look at the opportunities listed below . . . and then, call the office to tell us how we can help your business grow. Remember, we're in business for your business!

- ❖ Membership Directory, and Addendum listing all Chamber members (\$25 fee for each additional listing) N/C
- ❖ Complete list of mailing labels. Approx. 900 labels. (24-hour notice necessary to print)
 

Members	\$ 50.00
Non Members	\$125.00
- ❖ 8-1/2 x 11" flyer insert in monthly newsletter  
800 copies and payment supplied to Chamber office by the 20<sup>th</sup> of the month preceding insert.  
NOTE: Non-profit organizations allowed one free insert per year. \$100.00
- ❖ Business card in newsletter \$30.00  
(To reserve the space, card and payment must be to the Chamber by the 10<sup>th</sup> of the month).
 

1/3 page ad in newsletter	\$75.00
1/2 page ad in newsletter	\$100.00
Full page ad in newsletter	\$150.00
- ❖ Host a Business After Hours (One year wait list. You supply refreshments. Call the Chamber for details) Varies
- ❖ Advertisement in Go Westerly, the beautiful four-color travel planner distributed to all tourists.  
Circulation: 60,000. Varies
- ❖ Advertisement in annual Membership Directory & Buyers Guide.  
Distributed to relocating families, town hall, library, and mailed to all Chamber members. Varies

<b>Banner Advertisements</b>	<b><u>One Month</u></b>	<b><u>Three Months</u></b>
<input type="checkbox"/> Home Page*	\$100.00	\$250.00
<input type="checkbox"/> Membership Directory Page	\$75.00	\$175.00
<input type="checkbox"/> Event Calendar Page	\$75.00	\$175.00
<input type="checkbox"/> Other Chamber Pages	\$50.00	\$100.00

\* Home page banner specs are 540 x 165 pixels. All other banners are 480 x 60 pixels.