



The Greater Westerly-Pawcatuck Area CHAMBER OF COMMERCE

...serving business, industry, and tourism
in southeastern Connecticut and southwestern Rhode Island

One Chamber Way, Westerly, RI 02891 • 800 SEA-7636 • 401-596-7761 • Fax 401-596-2190

Member Website Benefits:

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

Online Business Directory Listing- FREE

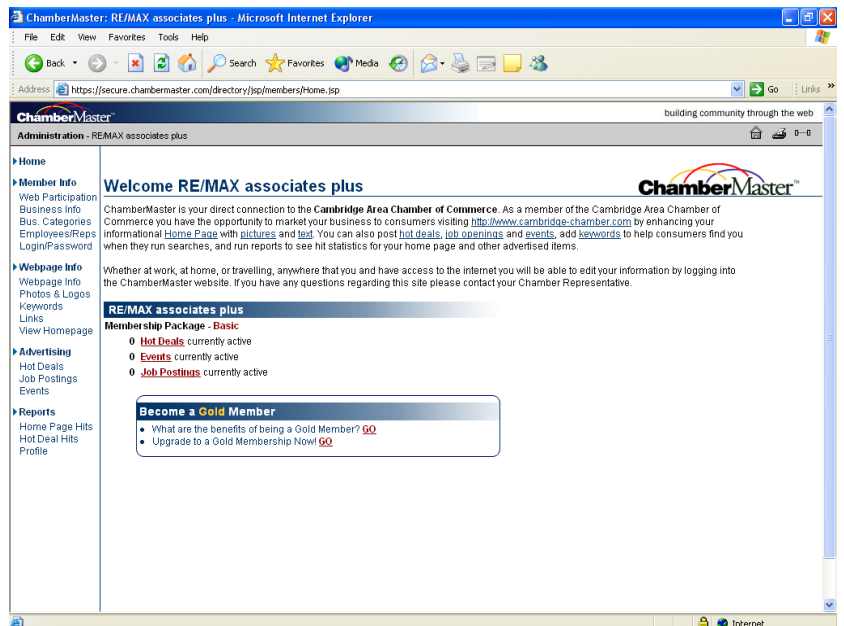
Each chamber member receives a listing in the Chamber's online business directory. Visitors to the site find your listing by searching by category or keyword, or Business name.

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: "Visit Our Website", "Request Info", "Print", and "Email A Friend". Below this is the company logo and name "Wood River Evergreens, Inc. landscaping".

The main content area is divided into several sections:

- Contact Information:** 101 Woodville Road, Hope Valley RI 02832, (401) 364-3387 | Fax: (401) 364-3737. Includes links for "Click to Learn More" and "View Map".
- Directions:** 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.
- Hours:** 8 am - 4:30 pm Mon thru Fri Sat by appointment.
- highlights:** A list of services including Landscape Design, Construction & Maintenance; Landscape Lighting; Masonry; Custom Water Features; and Custom Carpentry.
- about us:** A paragraph describing 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, custom garden structures, and outdoor landscape lighting.

At the bottom of the page, there is a large image gallery showing various landscape designs, with a main image of a garden with purple flowers and smaller thumbnail images below it. The browser's status bar at the bottom indicates "Done" and "Internet | Protected Mode: On".

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

The screenshot shows a Windows Internet Explorer browser window displaying search results on the ChamberMaster website. The search criteria are: Location: Any Location, Category: Financial Institutions. The results list several financial institutions, including Mid-Minnesota Federal Credit Union, First Integrity Mortgage Center, Brainerd Savings and Loan, and American National Bank of MN. A banner ad for 'Business Services' is visible at the top of the results. Callouts point to the banner ad, a search results logo, and an additional website link.

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 th of the month preceding insert.
NOTE: Non-profit organizations allowed one free insert per year. | | \$100.00 |
| ❖ Business card in newsletter
(To reserve the space, card and payment must be to the Chamber by the 10 th of the month). | | \$30.00 |
| 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 |

Billboard Rental Pricing

Month	Price	Month	Price
January	\$2,500.00/28 days \$1,800.00/14 days	July	\$1,800.00/14 days
February	\$2,500.00/28 days \$1,800.00/14 days	August	\$2,500.00/28 days No 14 day
March	\$2,500.00/28 days \$1,800.00/14 days	September	\$2,500.00/28 days \$1,800.00/14 days
April (1 st 2 wks)	Unavailable	October (1 st 2 wks)	Unavailable
April (2 nd 2 wks)	\$1,800.00/14 days	October (2 nd 2 wks)	\$1,800.00/14 days
May (1 st 2 wks)	\$1,800.00/14 days	November	\$2,500.00/28 days \$1,800.00/14 days
May (2 nd 2 wks)	Unavailable	December	\$2,500.00/28 days \$1,800.00/14 days
June	Unavailable		

Effective as of June 30, 2014

THE FOLLOWING TERMS AND CONDITIONS APPLY:

PAYMENT

Half the payment is due 60 days before the billboard goes up. The remaining 50% is due by the 15th of the month

ART WORK

All Billboard posters must be produced on vinyl. **Billboard design (all art work and text) must be approved in writing by Chamber Executive Director 60 days prior to posting date.** The GWPACC reserves the right to reject proposed art work, thereby rendering this agreement null and void. Messages should be non-controversial and family friendly. Advertiser may select the Billboard producer of their choice, but we strongly recommend Chamber members.

RENTAL PERIOD DEFINED

Hanging the poster is contingent upon weather conditions, wind, holidays, etc. Your business has contracted for a specific month, but the poster may not be up on the 1st day of that month. There is a four-day flex period on which the poster may be put up or taken down. Our goal is to have each monthly message displayed for at least a 28 day period or fourteen days if rented for 2 weeks.

ENTIRE AGREEMENT

It is specifically understood and agreed that this contract embodies each and all of the understandings and agreements between the parties and that no representations, terms or conditions, verbal or otherwise, have been made, fixed or agreed upon by the parties, or any agent or representative thereof, which do or may in any way modify, add to, alter or change the terms herein set forth.

TRANSFERABILITY

The privilege of this Agreement shall not be extended to any person, firm or corporation other than the Renter, directly or indirectly, except by special consent of GWPACC.

NON-CANCELLABILITY BY RENTER

The person signing this Agreement warrants his authority to bind the Renter and by signing, agrees personally to indemnify the GWPACC for any loss occurrence by his lack of authority or for non-payment by the Renter.

ACTS OF GOD

The GWPACC shall not be held responsible for any artwork not displayed due to government regulations, mechanical difficulties, storms, strikes, or acts of God. In such an event, pro-rata refund will be due to Renter.

COLLECTION POLICY

Renter agrees to pay collection agency fees, legal fees, court costs and interest at the highest rate permitted by Rhode Island law on all unpaid balances, whenever said services are used to collect any amount due under this Agreement.

BINDING

This contract is not valid unless signed by an officer of GWPACC or Chamber Executive Director.

signartprints.com

Overall Print Size: 148" x 296"
(This includes extra material for pole pockets etc.)

Billboard Image Size: 138" x 272"
(Your billboard graphic should be this size)

Safe Zone: 133" x 266"
(to insure all pertinent info remains visible, keep text within this area)

Note Billboard Prints Must be Produced on 8-11oz. Scrim Vinyl

This template was designed to aid in the manufacture of billboard prints for the newly fabricated Westerly-Pawcatuck Chamber Billboard.

To insure that the banner you are producing properly fits the framework, follow these steps.....

- 1: Select everything below the **green dotted line**
- 2: Insure the selection is 296" wide X 148" high
- 3: Place your billboard graphics inside the **red rectangle**
- 4: Repeat steps 1 & 2
- 5: Print template & billboard graphic on scrim vinyl
- 6: Assemble as required*

* Billboard print must be provided in one piece for installation

The diagram shows a large rectangular template for a billboard print. It features a central white area for the graphic, surrounded by a red border. A green dotted line indicates the overall print size. The diagram includes various labels for dimensions and cut lines, such as 'cut out along this line before finishing' and '12" Unprinted Material (Pole Pocket)'. The overall dimensions are 148 inches wide by 296 inches high.

© 2011 SignArt LLC.

SignArt

CUSTOMER:	Westerly-Pawcatuck Chamber of Commerce
STREET:	
CITY, STATE:	
TELEPHONE:	
PROJECT NAME:	Billboard Template

BILLBOARD BANNER RENTAL FOR NON-PROFIT ORGANIZATIONS

Banner Rental for Non-Profit Organizations is \$200.00 (not including producing and hanging) for rental of the banner portion of the billboard at 5 Union Ave., Westerly, RI. for one month or period of not to exceed 30 days. Hanging fee is \$50 payable to SignArt. Banner can be provided by a business of your choice.

THE FOLLOWING TERMS AND CONDITIONS APPLY:

PAYMENT

Half the payment is due 60 days before the billboard goes up. The remaining 50% is due by the 15th of the month

ART WORK

All Banner posters must be vinyl. Banner design (all art work and text) must be approved in writing by Chamber Executive Director 60 days prior to posting date. The GWPACC reserves the right to reject proposed art work, thereby rendering this agreement null and void. Messages should be non-controversial and family friendly. Advertiser may select the Banner producer of their choice, but we strongly recommend Chamber members. **Size of advertising space banner is 9' x 16'.** Only banners that conform to those specs will be approved. After approval, the Banner must be sent to the Chamber at One Chamber Way, Westerly, RI 02891.

RENTAL PERIOD DEFINED

Hanging the Banner is contingent upon weather conditions, wind, holidays, etc. Your business has contracted for a specific month, but the banner may not be up on the 1st day of that month. There is a four-day flex period on which the poster may be put up or taken down. Our goal is to have each monthly message displayed for at least a 28 day period if rented monthly or fourteen days if rented for 2 weeks.

ENTIRE AGREEMENT

It is specifically understood and agreed that this contract embodies each and all of the understandings and agreements between the parties and that no representations, terms or conditions, verbal or otherwise, have been made, fixed or agreed upon by the parties, or any agent or representative thereof, which do or may in any way modify, add to, alter or change the terms herein set forth. The Banner advertiser must be a non-profit organization and a good standing member of The Greater Westerly-Pawcatuck Area Chamber of Commerce. The event that is being advertised must be **free** and **open to the public**. In the event that more than one group wants to advertise at the same time, priority will be given to Chamber of Commerce events. If the events are produced by groups other than the Chamber, The Chamber will conduct a raffle drawing to determine which group may advertise.

TRANSFERABILITY

The privilege of this Agreement shall not be extended to any person, firm or corporation other than the Renter, directly or indirectly, except by special consent of GWPACC.

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Renter agrees to pay collection agency fees, legal fees, court costs and interest at the highest rate permitted by Rhode Island law on all unpaid balances, whenever said services are used to collect any amount due under this Agreement.



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Member Web Enhancements & Banner Contract

Company Name: _____

Mailing Address: _____ Location: _____

City, State Zip: _____ City, State Zip: _____

Phone: _____ Fax: _____

Manager/Owner: _____ Contact: _____

e-mail address: _____ Website: www. _____

The following are commitments that you agree to:

Start Date: _____ **End Date:** _____

Hot Deals COST: \$10 a Week

Banner Advertisements	<u>One Month</u>	<u>Three Months</u>
<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"/> Contact the Chamber Page	\$50.00	\$100.00
<input type="checkbox"/> Hot Deals Page	\$50.00	\$100.00
<input type="checkbox"/> Category Page	\$50.00	\$100.00
<input type="checkbox"/> Vacation Info Page	\$50.00	\$100.00

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

Banner Ads can be created for you at a cost of \$50. If designing your own ads please observe the specification listed above. Membership must be in good standing throughout the advertising time frame. By signing below you agree to all that is stated in the above commitment:

Signature _____ **Amount Charged \$** _____

Credit Card _____
(MC/VISA/Discover/Am. Express) **Ex. Date** _____ **Security code** _____

OFFICE USE: **Payment Received Date:** _____ **Confirmed by Chamber Staff:** _____

ADDITIONAL COMMENTS: _____

**Contact: Kirsten Petrizzo, The Greater Westerly-Pawcatuck Area Chamber of Commerce,
1 Chamber Way, Westerly, RI 02891**

Phone: 401.596-7761 Fax: 401.596-2190 email: info@westerlychamber.org