



**Membership Advertising Packet:** All Premier, Standard, Basic Advertisers are Chamber members, with each member receiving one vote annually.

- 15,000 Visitor Guides!
- >3,700 Facebook Followers + Use of Paid Digital Advertising!
- >6,000 Website Visitors Monthly During Peak Seasons!
- Recommendations/Information about our Members provided and encouraged via phone, email, and in-person inquiries!

**DEADLINE: October 30, 2020**

Indicate your selection by checking the category and circling your choice. These pages/selection make up your advertising plan with the Presque Isle Chamber of Commerce for 2021.

***PREMIER MEMBERSHIP - Check here/Circle choice below.***

<b>VISITOR GUIDE AD</b>	<b>WEBSITE LISTING</b>	<b>SOCIAL MEDIA</b>	<b>PRINT MATERIALS</b>
<b>Inside Front \$875.00</b> 4-3/4" X 7-5/16" <i>Includes 300-character description in Directory.</i>	"Featured" Listing. Six photos + logo. Detailed description (unlimited).	Six shares annually by request – event/special-related or seasonally.	Place your business info at our 24-hour kiosk/window: Posters, Fliers, Brochures, Business Cards.
<b>Inside Back \$825.00</b> 4-3/4" X 7-5/16" <i>Includes 300-character description in Directory.</i>	"Featured" Listing. Six photos + logo. Detailed description (unlimited).	Six shares annually by request – event/special-related or seasonally.	Place your business info at our 24-hour kiosk/window: Posters, Fliers, Brochures, Business Cards.
<b>Full Page \$695.00</b> 4-3/4" X 7-5/16" <i>Includes 300-character description in Directory.</i>	"Featured" Listing. Five photos + logo. Detailed description (unlimited).	Five shares annually by request – event/special-related or seasonally.	Place your business info at our 24-hour kiosk/window: Posters, Fliers, Brochures, Business Cards.

***STANDARD MEMBERSHIP - Check here/Circle choice below.***

<b>VISITOR GUIDE AD</b>	<b>WEBSITE LISTING</b>	<b>SOCIAL MEDIA</b>	<b>PRINT MATERIALS</b>
<b>Half Page \$400.00</b> 4-3/4" X 3-1/2" <i>Includes 250-character description in Directory.</i>	Standard Listing. Four photos + logo. Detailed description (unlimited).	Four shares annually by request – event/special-related or seasonally.	Place your business info at our 24-hour kiosk/window: Posters, Fliers, Brochures, Business Cards.

<b>Quarter Page \$275.00</b> 4-3/4" X 1-3/4" <i>Includes 250-character description in Directory.</i>	Standard Listing. Four photos + logo. Detailed description (unlimited).	Three shares annually by request – event/special-related or seasonally.	Place your business info at our 24-hour kiosk/window: Posters, Fliers, Brochures, Business Cards.
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***BASIC MEMBERSHIP - Check here.***

VISITOR GUIDE AD	WEBSITE LISTING	SOCIAL MEDIA	PRINT MATERIALS
<b>Detailed Listing \$150.00</b> <i>250-character description in Directory.</i>	Standard Listing. One photo + logo. 100-word description.	One share annually by request – event/special-related or seasonally.	Place at our 24-hour kiosk/window: Posters, Fliers, Brochures, Business Cards.

***ADVERTISER ONLY (Non-Chamber Member) - Check here.***

VISITOR GUIDE AD	WEBSITE LISTING	SOCIAL MEDIA	PRINT MATERIALS
<b>Contact Listing \$40.00</b> <i>Name, Phone or Email, Address, Website</i>	N/A	N/A	N/A

**YOUR 2021 PRINT ADVERTISEMENT -**

- Please contact me for new ad design       Use same ad as last year  
 We will submit a camera-ready ad by Friday, October 30 to [info@presqueisle.com](mailto:info@presqueisle.com)

**\$\_\_\_\_\_ MEMBERSHIP/AD SELECTION** - Premier \$695-\$875, Standard \$275-\$425, Basic \$150. \$40 Ad Only.

**\$\_\_\_\_\_ +\$50 PER LISTING ADD-ON** - Check here if you are operating more than one business under one roof and you want to be featured in >1 location in the guide and website, *i.e. Lodging and Dining or Dining and Retail.* IF this is applicable, please fill out a LISTING FORM for EACH listing. *Note: does not apply to businesses that operate independent of each other.*

**\$\_\_\_\_\_ TOTAL DUE** - ADD ADVERTISEMENT/MEMBERSHIP + ANY ADDITIONAL PER LISTING ADD-ON FOR TOTAL PAYABLE TO PRESQUE ISLE CHAMBER OF COMMERCE.



## **Website Directory Listing: Included for all Member Advertisers!**

CHECK YOUR CURRENT LISTING AT **PRESQUEISLE.COM**.  
WHAT WOULD YOU LIKE TO CHANGE/EXPAND?

Please email any new/updated business description and photos to [INFO@PRESQUEISLE.COM](mailto:INFO@PRESQUEISLE.COM) with the subject line "**WEBSITE DIRECTORY LISTING**" by Friday, October 30, 2020. *Note: Listings are also shared with Travel Wisconsin/WI Department of Tourism for posting as well.*

\*\* Text is unlimited for PREMIER and STANDARD members and is 100-word for BASIC members.

\*\* Photos are 5-6 for PREMIER, 4 for STANDARD, and 1 for BASIC.

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### **YOUR CHECKLIST:**

\_\_\_\_\_ I have selected PREMIER, STANDARD, or BASIC Membership Advertiser OR Advertiser Only.

\_\_\_\_\_ I have circled the AD SIZE/PACKAGE within the Membership Advertiser Category.

\_\_\_\_\_ IF APPLICABLE, I have selected, included with my payment, and filled out a second business LISTING FORM.

\_\_\_\_\_ I have indicated if I will be sending in a new ad, will be using the same ad as last year, or will need a new/revised ad.

\_\_\_\_\_ I have filled out CONTACT INFORMATION, AMENITIES, and CATEGORY for my business.

\_\_\_\_\_ I have emailed and/or included my GUIDE DIRECTORY Listing.

\_\_\_\_\_ I have reviewed my online listing and have emailed updated text/photos as desired for my WEBSITE DIRECTORY Listing.

\_\_\_\_\_ I have included my payment and packet for return, and made a copy for my records (as may be appropriate for you).

**PLEASE RETURN ALL MATERIALS/PAYMENT BY  
FRIDAY OCTOBER 30, 2020.**

PRESQUE ISLE CHAMBER OF COMMERCE  
PO BOX 135 - PRESQUE ISLE, WI 54557