



Advertising Opportunities

These are the opportunities that we offer to members that expand on the basic benefits of membership.

Brochure Distribution at Kiosks: With your membership, you receive three rack spaces inside the chamber building to provide your business brochure for thousands of visitors who come in looking for information. We also have external brochure distribution locations. You provide the brochures and we do the rest. The cost for the year-round locations is \$100 each. The two May-October locations are \$75 each location. Purchase all six locations for \$25 and save!

Outside Rack located at the chamber building available 24/7 (year-round)

When Pigs Fly Restaurant - Kittery (year-round)

Kittery Outlets Customer Service Booth - Main Outlet, Kittery (year-round)

Kittery Trading Post - Main Entrance (year-round)

York Beach Kiosk (May-October)

Take Flight Ariel Adventures - Kittery (May-October)

Chamber Website Advertising Options:

Website Link: Your website link displayed on your business page in the Member Directory. Cost: \$100 annually

Additional Web Link: An extra link to your website is displayed next to your business name on the business search results page. You must purchase the above website link to take advantage of the additional web link. Cost: \$50 annually or free when you place our Chamber logo with a link to our website on your website

Enhanced Member Page Listings with Priority Placement: Each member receives a basic business listing in the Member Directory upon joining. With the expanded listing, your business will have priority placement in your business category in the Member Directory. **Cost: \$159 annually**

Features:

- Your business name will be displayed above any non-enhanced members in the search results pages. (Only 10 businesses per category)
- 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)
- YouTube video option
- Your business logo placed on your Member page
- Bullet point listing (up to 5)
- 20 Key Words search terms, Google optimized.

Search Results Listing Logo: This logo is placed next to your name on the search results page. It does not link, it is simply a branding tool. **Cost: \$39 annually**

Web Advertising : Place a advertisement with a link to your website on one or many of the pages available within the chamber's website. Limited space is available on the Chamber's homepage or there are a few size options and locations available further inside the website. You are able to track the hits your ad receives by logging into your member information with your assigned login and password.

To place a banner ad, please call for rates.

Guidebook: We distribute 50,000 of our resident and visitor guidebooks annually. It is the go-to book for information on the York Region. The guides are distributed at several tradeshow in the U.S. and Canada. We receive thousands of requests to mail out the guides throughout the year. They are also available at other local chambers and member businesses and the Maine Office of Tourism located in Kittery on I95. The guide is available digitally on our website. Ad space is available. To place your business ad in the next edition, please call for rates. Deadline is December.

Maine Invites You: Maine Invites You is the official guidebook for the State of Maine. With over 300,000 copies in print Maine Invites You is the first point of contact to countless vacationing prospects. When you purchase an ad, it will also be included in the Maine Beaches guidebook for NO ADDITIONAL charge! 55,000 copies of the Maine Beaches guidebook are printed each year. Both MIY and the MBA books are also live on their respective websites; so one price gets your business considerable exposure. To place your business ad in the next edition, please call for rates. Deadline is September.

E-Blast: Advertise your business or hot local deal by utilizing the eblast option. You supply the completed ad to us as an image file (png, jpg or gif) – file size no larger than 5.0 MB. Let us know what you'd like the Subject of the email to be and provide a link for the ad to click to. That eblast will have no other content except your ad. You pick the date & time, usually any day except Thursdays are available. Cost: \$75

Menu Guide: This opportunity is for our dining members. We create a menu guide that is distributed to the front desk of all area lodging facilities to have available for their guests. A digital copy of the menu guide will also be on our website. This is a very inexpensive but effective marketing opportunity! You supply 300 copies, 8.5" x 11", one or two-sided menus on 65# cover stock and a pdf digital copy. Deadline is in May. Cost: \$250

Business After Hours: Promote your business and increase your networking by hosting a Business After Hours. After Hours are held monthly, from 5-7pm, usually at your business location. Attendance ranges from 50 - 100 members. You are required to provide free refreshments. Non-members and guests are always welcome to attend in order to give your business the most exposure possible. If you would like to host an After Hours to showcase your business the cost is \$150 or \$75 depending on raffles.

Business Expo: Purchase a booth at our annual Business Expo. This is your opportunity to show off what your business offers. You receive half of a 8' table to use to promote your business any way you choose. Each business is asked to provide a raffle item. You collect customer leads by asking attendees to drop their business card at your table in order to enter your raffle. This event is advertised in the local newspapers in order to invite the public to attend. This event is held annually, the third Wednesday of January. Enjoy great food, drinks, raffles and lots of networking fun! The cost to purchase half of an 8' space is \$35, (one business per space). Members who have joined the chamber of commerce in the previous year are invited to participate at no charge.

Leads List: Whatever the size of your business, you can now access sophisticated marketing services through your local chamber of commerce. We can help you with sales leads and mailing lists on demand, cleaning and enhancing your customer files, and gaining valuable customer insight through detailed reports. We can even build and launch multichannel mobile and social ad campaigns with the publisher of your choice, applying the same filters used when generating a prospect list for direct mail. As your local chamber of commerce, we can provide precise audience targeting to reach consumers who are most likely to take advantage of your marketing offers. In short, your local chamber can empower your business to find new customers faster, save money and improve your direct marketing ROI. Best of all, this unique, privacy-compliant solution is powered by Acxiom Corporation, the world leader in consumer insight.

Video Advertising: Create a video ad to run on the big screen aquarium located at the chamber. The aquarium is just inside the building entrance and there is not a visitor who comes in who does not stop to check it out. Eddie Hanson, owner of Aqua Theater, will create your ad or use the one you may already have. You also receive a feature space above the aquarium for your business brochure. Space is limited. Cost for video creation is \$100. Cost to advertise is \$25 per month.

Poster Advertising: Inform a captive audience and promote your business or event with a 11" X 17" Poster. We offer poster space on the inside of each restroom stall door. This was a new ad idea suggested by Nick from Laudholm Farm. We tried it the spring, summer and fall of 2014 and it has proven to be very successful! Space is limited. Cost per poster is \$100 for the season, May-October.

Sponsorships: We could not do what we do without sponsors! We offer many sponsorship opportunities throughout the year for our events. With your sponsorship you receive your business name in all of the promotion we do for the event and a link on the event webpage to your website. Some sponsorships include a promotional banner or sign with your business name on it. Some of the events you can sponsor include: The Farmers' Market (Summer and Winter), Golf Tournament, Harvestfest, Oktoberfest and the Annual Member Dinner. Sponsorships are a great way to promote your business by showing involvement in your community and supporting your chamber of commerce. You'll also gain exposure to other local businesses and to the public.

For more information on advertising opportunities, business promotion, or to sponsor an event please contact Holly or Steph, by e-mail, holly@yorkme.org, steph@yorkme.org or call, 207-363-4422.