

Chincoteague Chamber of Commerce 2021 Visitor's Guide & Membership Directory

PROMOTE YOUR BUSINESS

with the official tourism office of Chincoteague Island in the
Chincoteague Chamber of Commerce
2021 Visitor's Guide & Membership Directory.



The Visitor's Guide & Membership Directory is Chincoteague's primary response piece to travel inquiries. The guide contains engaging content about Chincoteague & Assateague Islands; as well as information about accommodations, activities, dining, shopping, business services & more. Reach travelers while they are planning their getaway & here making memories.

BENEFITS:

- Print publication & over 650,000 total page views with online interactive guide at ChincoteagueChamber.com
- Full-color throughout the guide
- Hyperlinked ads link to your website in online guide
- Same low rates since 2006
- Published in March for optimal vacation planning
- Mobile responsive website

TARGETED DISTRIBUTION:

- Publication reaches potential visitors & those already here; newcomers & residents wanting to learn more about where to eat, play & stay on Chincoteague & beyond
- Hotels, campgrounds, B&B's, vacation rentals, attractions, restaurants, shops & more
- Virginia Welcome Centers, AAA offices, Pennsylvania Turnpike & Delaware Welcome Centers
- Direct mail & email to queries from advertising, phone, mail, possibly trade & travel shows & website requests

Special **5% Early Bird Discount** with full payment, received by contract due date

Early Bird Contract & Full Payment Due: **October 17, 2020**
Contract, Ad Fees, New Ads & Ad Changes Due: **November 14, 2020**

MEMBER AD OPTIONS, DIMENSIONS & RATES

Back Cover - includes 8 lines of text w/ listing	4" (w) x 9" (h)	\$3,500
Inside Front Cover - includes 8 lines of text w/ listing	8" (w) x 9" (h)	\$2,500
Inside Back Cover - includes 8 lines of text w/ listing	8" (w) x 9" (h)	\$2,500
Full Page - includes 8 lines of text w/ listing	7" (w) x 8" (h)	\$1,950 *
Two-third Page (2/3) - includes 6 lines of text w/ listing	7" (w) x 5.25" (h)	\$1,500 *
Half Page (1/2) - includes 5 lines of text w/ listing	HOR 7" (w) x 3.875" (h)	\$1,150 *
Half Page (1/2) - includes 5 lines of text w/ listing	VERT 3.375" (w) x 8" (h)	\$1,150 *
Third Page (1/3) - includes 4 lines of text w/ listing	HOR 7" (w) x 2.5" (h)	\$ 950 *
Third Page (1/3) - includes 4 lines of text w/ listing	VERT 3.375" (w) x 5.25" (h)	\$ 950 *
Quarter Page (1/4) - includes 3 lines of text w/ listing	3.375" (w) x 3.875" (h)	\$ 750 *
Sixth Page (1/6) - includes 2 lines of text w/ listing	3.375" (w) x 2.5" (h)	\$ 550 *

* **Preferred Position:** Add 15% to ad price for guaranteed ad placement of your choosing with Chamber approval.

Additional Lines of text may be purchased for \$25 per line (up to 40 characters per line), with or without an ad.

Please send all payments and signed contract to:

Chincoteague Chamber of Commerce, 6733 Maddox Blvd., Chincoteague Island, VA 23336 | 757-336-6161 | FAX 757-336-1242

Submit electronic ad files to: info@chincoteaguechamber.com

SUCCESSFUL AD CONSTRUCTION FOR SUBMITTED ADS

- Create document to dimensions of ad space purchased.
 - Set the color space to CMYK. Any color used in ad must be CMYK. Change RGB images to CMYK before placing in the document or ad. Any photograph for use in an ad needs to be A) the highest resolution possible, B) submitted as a .jpg or .jpeg file and C) be set to CMYK.
 - Use logos and other images in EPS format, or size TIF, PDF, or JPEG images to fill the layout at 100% while preserving resolution of 300-400 dpi.
 - Don't nest one EPS within another.
 - Be sure high resolution images, artwork and fonts are available when the file is created. Link or embed images and fonts when the file is saved for publication.
 - Do not simply apply style attributes to plain fonts, as they will be lost when converting the file for printing. Use fonts that are already bold or italic.
 - Camera-ready art that needs to be scanned must be sharp and printed on high-quality (but not high gloss) paper, at full size or larger than the ad space.
 - Recommended software for ad creation:
 - Adobe Photoshop
 - Adobe Illustrator
 - Adobe InDesign
 - Quark Xpress files need to be converted to PDF files before submission.
 - We are unable to accept PageMaker, Corel Draw, Microsoft Publisher, PowerPoint, or Print Shop files.
 - File formats should be saved as TIF, EPS, or PDF. TIF and PDF at 300-400 dpi.
 - Files of 5MB or less can be sent via-email to: info@chincoteaguechamber.com. If files are larger than 5MB they should be supplied on a CD or DVD **with** a hard copy of the document.
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NETWORKING OPPORTUNITIES

(Will resume when it is safe to do so)

Member Networking Luncheons

Bring your business cards and make valuable connections with other Chamber members to grow your business or organization while enjoying a delicious lunch.

Business Before, During, or After Hours

Showcase your business while providing valuable networking opportunities and partnership development with other chamber members.

Lunch and Learn

Educate chamber members about the products and services you offer, while enjoying lunch at your business or local establishment.

INTERNET BANNER ADS

Make sure your website is seen first!

Banner ads are a cost effective means to draw attention to your business and bring visitors directly to your website from mobile responsive ChincoteagueChamber.com.

Enjoy the large layout at a quarterly price of \$240. Ad design included.

Your banner ad will be displayed on the business directory page and will rotate at the bottom of all Chamber website pages.

Details available at ChincoteagueChamber.com/Advertising

MEMBER BADGE

Another way for your business to stand out in our Membership Directory!

Better promote your business and bring more traffic to your website with this increased prominence on our directory pages. This is a FREE opportunity that also helps the chamber's search engine optimization efforts.

Learn more at ChincoteagueChamber.com/Member-Badges



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2021 ADVERTISING CONTRACT
Visitor's Guide & Membership Directory

Business Name: _____ Date: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____ Phone: _____

Email: _____ Fax: _____

AD COPY: _____ Same Ad - No Changes
_____ Revised Ad - Must Be Submitted by November 14, 2020
_____ New Ad - Must Be Submitted by November 14, 2020

Please write all additional lines of text to be included in your membership directory on the lines provided on the back of this contract or email info@chincoteaguechamber.com.

Size of Advertisement: _____ (BC, IFC, IBC, FC, 2/3, 1/2 HOR, 1/2 VERT, 1/3 HOR, 1/3 VERT, 1/4, 1/6)

Cost of Advertisement: \$ _____

Preferred Space - add 15% \$ _____

Early Bird Discount - deduct 5% \$ _____ (only if contract is received by October 17, 2020)

TOTAL DUE (amount to be paid in full) \$ _____

SELECT METHOD OF PAYMENT

Check \$ _____ Check# _____

Credit Card # _____ Exp. Date _____ CVV _____

Name As Appears On Card _____ Signature _____

TERMS & CONDITIONS

- All ad fees must be paid in full by November 14, 2020 to guarantee placement in the 2021 Visitor Guide. If you purchased advertising space, failure to pay chamber dues will result in removal of ad from the publication with no refund.
- Supplied ads not meeting the specifications under "Successful Ad Construction for Submitted Ads" may incur additional production fees.
- The Chincoteague Chamber of Commerce shall not be held liable for errors in materials supplied by advertisers, or in content approved by the Client before publication. Client will have the opportunity to review ad before publication. Signature of approval is required. Changes made after approval will incur additional charges.
- Client agrees to indemnify and hold harmless the Chincoteague Chamber of Commerce against any and all claims, costs, and expenses, including attorney fees, due to materials included in the design at the request of the Client for which no copyright permission or privacy release was requested or uses which exceed the uses allowed to a permission or release.

Authorized Signature: _____ Print Name: _____

Title: _____

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