

# **Marketing Your Business With West Haven**



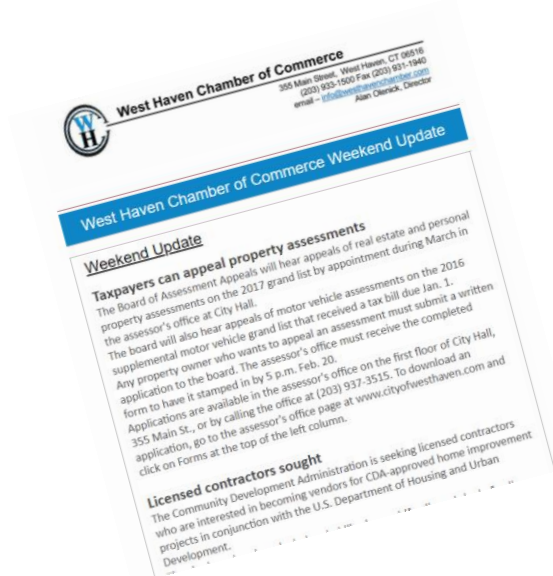
**Chamber of Commerce**

*Connections, Community, Commitment*

Alan Olenick, Director  
203-933-1500 or [info@westhavenchamber.com](mailto:info@westhavenchamber.com)  
355 Main St; West Haven City Hall, West Haven, CT 06516  
[www.westhavenchamber.com](http://www.westhavenchamber.com)

## West Haven Chamber Electronic Newsletter

**What:** Electronic newsletter containing Chamber info, events, benefits and special offers. Also contains list of new members, news about members, community calendar, member to member discounts. Only members can advertise.



Vertical ad is 3" X 3"

**Acceptable formats:** JPG; PDF; EPS; PNG

Large file size ads will be converted for the web

**Timing:** Produced weekly, published on Monday or Tuesday and a Weekend Update on Fridays

**Reach:** Over 1,000 subscribers including members, business professionals, municipal leaders.

**Deadline:** Friday of each week.

**Cost:** \$25 per month or \$250 per year (a savings of \$50)

(One-time charge of \$25 if we have to design the ad)

## Chamber Website Banner

**What:** Banner ad on home page of Chamber website. A maximum of four ads will rotate at any one time. Ad will include a link to your website. Size is 10" x 3"

Only members can advertise.

**Timing:** Ads sold by the quarter year.

**Reach:** There are approximately 100 page views per day.

**Deadline:** Ten days before start of the quarter.

**Cost:** \$100 per quarter year

# West Haven



## Chamber of Commerce

*Connections, Community, Commitment*

state highway visitor centers, town halls, libraries, area festivals, special events and fairs. Electronically available on Chamber website and West Haven Voice website. Mailed to guests requesting information about the Chamber and in recruitment packages for the region's largest employers.

Members will be listed two ways for free – Alphabetically and by Category.

**Deadline:** May 1. Art must be 300 dpi or higher. Ads can be created for clients for a discounted price of \$25.

**Cost:** \$50-\$400 per ad depending on size and placement.

## West Haven Business Directory & Visitor's Guide

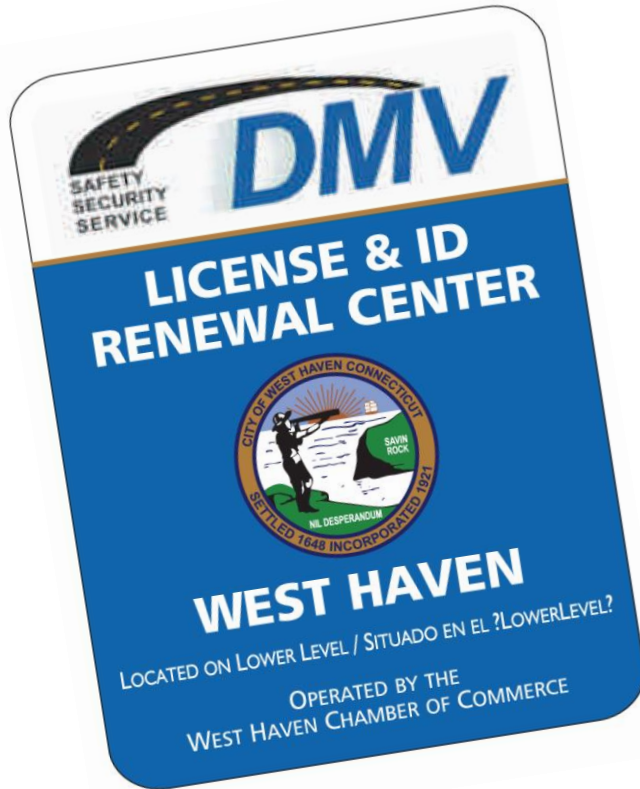
**What:** 8.5" X 11" color, glossy front publication, approximately 32 pages, with feature stories about places to visit, places to eat, things to do and all things that make West Haven such a wonderful place to stay. This is a partnership between the Chamber and West Haven Voice.

**Timing:** Produced annually and ready for spring and summer distribution.

**Reach:** 10,000 copies will be distributed to regional places of interest, visitor centers,

# DMV License & ID Renewal Center – West Haven Marketing Print

**What:** A poster size 11 x 17 color print will hang within the DMV License & ID Renewal Center located in the basement of City Hall.



**Timing:** Monthly

**Reach:** Estimated 1,500 people per month coming to the Downtown area

**Deadline:** 1<sup>st</sup> of the month.

Ads can be created for clients for a discounted price of \$25.

**Cost:** \$100 per Month

*Special introductory price of the 1<sup>st</sup> three months of advertising for \$150.*

**This is available to Chamber members only**

## Digital

**What:** An electronic advertisement will display on a large screen television

within the DMV License & ID Renewal Center located in the basement of City Hall.

**Timing:** Monthly

**Reach:** Estimated 1,500 people per month coming to the Downtown area

**Deadline:** 1<sup>st</sup> of the month

Ads can be created for clients for a discounted price of \$25.

**Cost:** \$75 per Month

*Special introductory price of the 1<sup>st</sup> three months of advertising for \$100.*

**This is available to Chamber members only**

## Free

**What:** We encourage members to drop off tri-fold marketing material in our information area located on the 1<sup>st</sup> Floor of City Hall.



### **GENERAL INFORMATION ABOUT ALL ADVERTISING**

The Chamber has the right to refuse to print any inappropriate content. It also has the right to pull any ad that has not been paid for or a “members only” if a member does not pay their dues.

**Billing:** Members can elect to be billed monthly for their ads. Payment for each ad must be made in full before that publication goes to print. Monthly statements and invoices are electronic and sent via email. Package deals can be spread out over 12 months upon approval of the President.

**Payments:** The Chamber accepts cash, check or charge cards including American Express. For your convenience we offer automatic payments to be charged to your credit card or debit card for no additional charge.

**Submission Guidelines:** All ads must be submitted electronically to [info@westhavenchamber.com](mailto:info@westhavenchamber.com). We prefer flattened, high resolution acrobat PDF. All graphics and artwork should be at least 200 dpi and should be 4-color process (CMYK).

**Creating Ads:** The Chamber uses West Haven Voice for its design work. They offer members a discounted rate of \$25 (regular retail \$75) to create a basic ad. Additional charges may incur depending on the complexity of the project.

## Package Sponsors

### Gold - \$2,000



**Package:** Includes full page ad in Chamber Directory; full year of Digital Newsletter Advertising and full Year of DMV Print & Digital Advertising. Also included large banner ad on Chamber website.

### Silver - \$1,250

**Package:** Includes full page ad in Chamber Directory; year of Digital Newsletter Advertising and six months of DMV Print & Digital Advertising. Also included small banner ad on Chamber website.

### Bronze - \$750

**Package:** Includes half page ad in Chamber Directory; six months of Digital Newsletter Advertising and six months of DMV Print & Digital Advertising.

**Package sponsors can be billed on a quarterly basis**