



Dear Member,

April 27, 2015

It's time for the Chamber to begin working on our printed 2015– 2016 Membership Directory. The Directory is published in August as one of the primary methods of promoting Chamber members. Throughout the year, 4,000 copies are distributed to area businesses, organizations, residents, University students and to others interested in our area.

Thanks to the support of members, the Directory is an attractive, full-color publication that represents our members and our region. As always, all members are listed in the Directory both alphabetically and by category. Members also have the opportunity to be prominent with display ads from an Enhanced listing to a full page. All ads 1/2 page or larger will include a FREE Quick Response (QR) code to easily connect Directory users to a website via their smart phone.

The Chamber is again partnering with member Victor Koons Graphic Design of Danville to handle sales, design and layout of the Directory. Please take a moment to review the enclosed advertising options. Representative Lois Wolfe will be contacting you in the coming days, or you can contact her at (814) 867-6062 or (814) 360-0558. Her email is lwolfe2790@aol.com.

Save 5% on your ad cost with an early sign-on. Deadline for early sign-on is May 22, 2015.

If you have any other questions or concerns, do not hesitate to contact me directly at (570) 784-8279 or email me at lsones@cmpartnership.org. Thank you for your continued support of the Columbia Montour Chamber of Commerce.

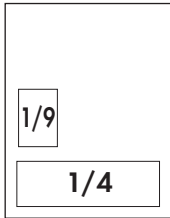
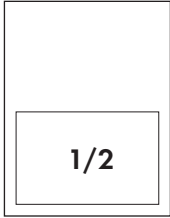
Sincerely,

Linda Sones

Linda Sones
Member Services Coordinator
Columbia Montour Chamber of Commerce
Columbia-Montour Visitors Bureau

238 Market Street, Bloomsburg, PA 17815
570-784-2522 or 570-784-8279

All Advertising will be in Full Color as the entire 2015-2016 Membership Directory is a full color publication.



_____ Back Cover	\$1,213
_____ Inside Front Cover	\$1,098
_____ Inside Back Cover	\$1,098
_____ Prime Position Full Page (Facing Inside Front Cover)	\$1,035
_____ Prime Position Full Page (Facing Inside Back Cover)	\$1,035
_____ Full Page (5.25" x 8.25")	\$972
_____ 1/2 Page (5.25" x 4")	\$584
_____ 1/4 Page (5.25" x 1.875")	\$390
_____ 1/9 Page (1.375" x 2.5")	\$250

- All ads **1/2 page or larger**, will feature a **QR code** (quick response code) placed directly on the ad. QR codes are a value added feature which can be scanned by smart phones, leading the viewer directly to your website.
- Every advertiser **1/4 page or larger** will receive a highlighted listing in the printed directory.
- Every advertiser will receive an additional line in their listing referring viewers to their ad.

Full page or cover ads can take advantage of bleeds whereby the ad actually fills the entire page. For bleed ads, keep in mind the following specifications.

- **Directory Final Trim Size: 6" x 9"**
- **For full page bleed advertising, keep essential matter 3/8" inside the final trim dimensions on all sides. Extend your "bleed" beyond trim dimensions.**

Total Amount Due: _____ **Payment Enclosed** _____ **Please Bill** _____

Business Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone: _____ **Fax:** _____

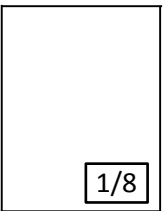
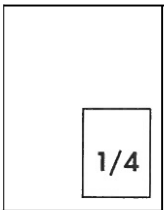
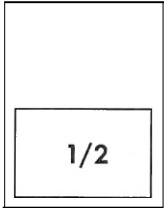
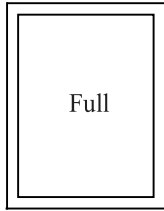
Date: _____ **Sales Rep:** _____

Print Name: _____

Advertiser Signature: _____

Directory published by Victor Koons Graphic Design, Danville, PA
 Fax contract to advertising representative Lois Wolfe at (814) 867-8219
 or call her at (814) 360-0558 • Email: lwolfe2790@aol.com
 Make Checks Payable to Columbia Montour Chamber of Commerce
 238 Market Street, Bloomsburg, PA 17815

Image Book/Quality of Life Advertising Contract



_____ Back Cover (7.5" x 9.5" or Full Bleed]/.\$2,200
_____ Inside Front Cover (7.5" x 9.5" or Full Bleed]	\$2,000
_____ Inside Back Cover (7.5" x 9.5" or Full Bleed]	\$1,900
_____ Prime Position Full Page (Facing Inside Front Cover - specs above] ...	\$1,700
_____ Prime Position Full Page (Facing Inside Back Cover - specs above] ...	\$1,650
_____ Full Page (7.5" x 9.5" or Full Bleed)	\$1,550
_____ 1/2 Page (7.5" wide x 4-5/8")	\$825
_____ 1/4 Page (3-5/8" wide x 4-5/8")	\$600
_____ 1/8 Page (3-5/8" wide x 2-3/8")	\$425
_____ Buyer's Guide Listing Only (heading, company name, info, brief 30 word description)	\$250

- Any advertiser purchasing a 1/4 page or larger, will receive a free listing in the Buyer's Guide.
- All advertisements will be full color.

Full page or cover ads can take advantage of bleeds whereby the ad actually fills the entire page. For bleed ads, keep in mind the specifications below.

- **Image Book Final Trim Size: 8-3/8" x 10-7/8"**
- **For full page bleed advertising, keep essential matter 3/8" inside the final trim dimensions on all sides. Extend your "bleed" beyond trim dimensions.**

Total Amount Due:- _____

Payment Enclosed _____ Please Bill

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Print Name: _____

Signature: _____

Date: _____

Fax contract to advertising representative Lois Wolfe at (814) 867-8219
or call her at (814) 867-6062 • Cell phone (814) 360-0558 •
Email: lwolfe2790@aol.com Make Checks Payable to Columbia Montour Partnership
238 Market Street, Bloomsburg, PA 17815



Advertising Opportunities 2016 Travel Guide

All Advertisers must be in good standing with the CMVB.

ADVERTISER INCENTIVES

All quarter page or larger ads will get a FREE Visitors Guide Map Listing (\$160 Value!). Members placing a display ad will have their ad location cross referenced with their member listing.

- Back Cover (4" x 5.25") \$1,575.00
- Inside Front or Inside Back Cover* . . \$1,785.00
- Prime Position Full Page* \$1,680.00
(Inside Front Cover or Inside Back Cover)
- Full Page* \$1,575.00

*** All Full page ads are full bleed.**

6.25" x 9.25" Bleed; 6" x 9" Trim; 5.75" x 8.75" Live Area

- Half Page (5.25" x 4") \$1,000.00
- Quarter Page \$630.00
Vertical: 2.5" x 4" Horizontal: 5.25" x 1.875"

Enhanced Photo Listing \$500.00
Name, Address, Phone, Website, up to 30 Words of copy, highlighted background, full color high resolution image. Listing size not to exceed 2.5" x 1.875". Layout designed by the CMVB.

Visitors Guide Map \$160.00
Business indicated by a number on generalized map, nearest their location.

Ads should be submitted as a 300dpi PDF.

Fax contract to Lois Wolfe at (814) 867-8219. Questions? Call Lois at (814) 360-0558. Please e-mail camera ready ads, logo's and/or copy to lwolfe2790@aol.com

**Make Checks Payable to:
Columbia-Montour Partnership**

238 market Street, Bloomsburg, PA 17815

Total Amount Due: _____

Payment Enclosed **Please Bill**

Or call 570-784-2522 to pay with your credit card over the phone.

Business Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Website: _____

Phone: _____

Fax: _____

Ad Contact Name: _____

Ad Contact Email: _____

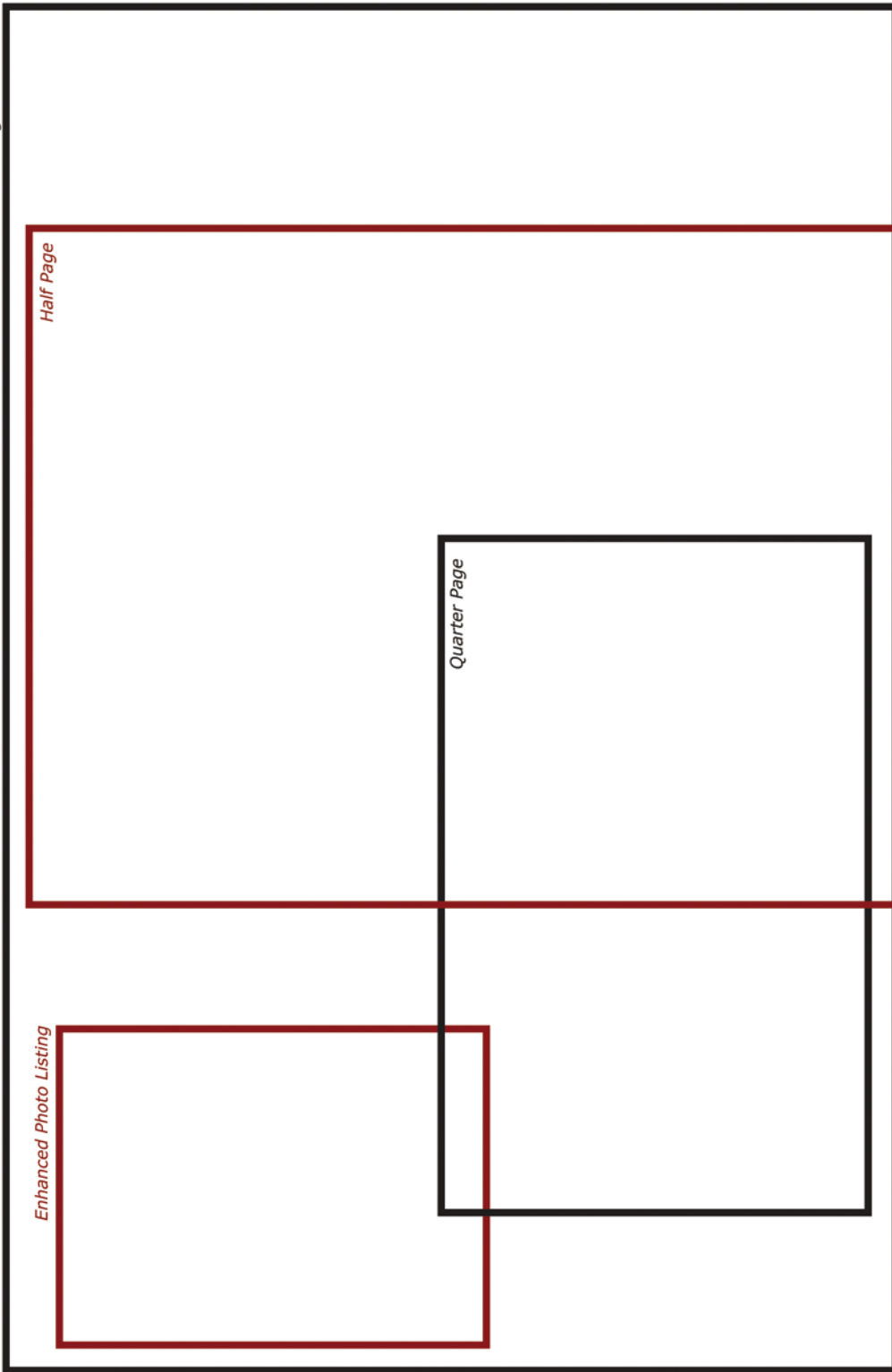
Date: _____

Authorizer's Name: _____

Authorizer's Signature: _____

Please note that once signed, this is a legally binding contract. This contract is NON-CANCELLABLE by advertiser, due to limited ad space, and contains advertiser's full and complete understanding of its terms. It is agreed that this contract shall be binding upon the heirs, executors, administrators, assigns of the parties hereto and any or all new owners. All advertisers will receive a proof for review. If the proof is not returned to the Columbia-Montour Visitors Bureau (CMVB), the CMVB reserves the right to run that advertisement as is. The advertiser agrees to hold the Columbia-Montour Visitors Bureau harmless from any infringement on any copyright ad copy given to the CMVB for publication.

Full Page minus Bleed



Sample Visitors Guide Distribution

85,000 copies of the Annual CMVB Visitors Guide are published each year.

- I-80 Rest Areas, including Montour County (eastbound) and Columbia County (westbound)
 - Throughout Bloomsburg University
 - AAA Offices and Welcome Centers throughout PA
 - Bulk Mailings: inquiries from local and regional advertising
 - Distribution at Member Businesses
 - Distribution at major events via a CMVB booth
 - New Hire and Relocation Packets upon request