



# The Greater Westerly-Pawcatuck Area CHAMBER OF COMMERCE

...serving business, industry, and tourism  
in southeastern Connecticut and southwestern Rhode Island

One Chamber Way, Westerly, RI 02891 • 800 SEA-7636 • 401-596-7761 • Fax 401-596-2190

## Member Website Benefits:

Manage your own information using the login name & password assigned when you join.

### Online Business Directory Listing- FREE

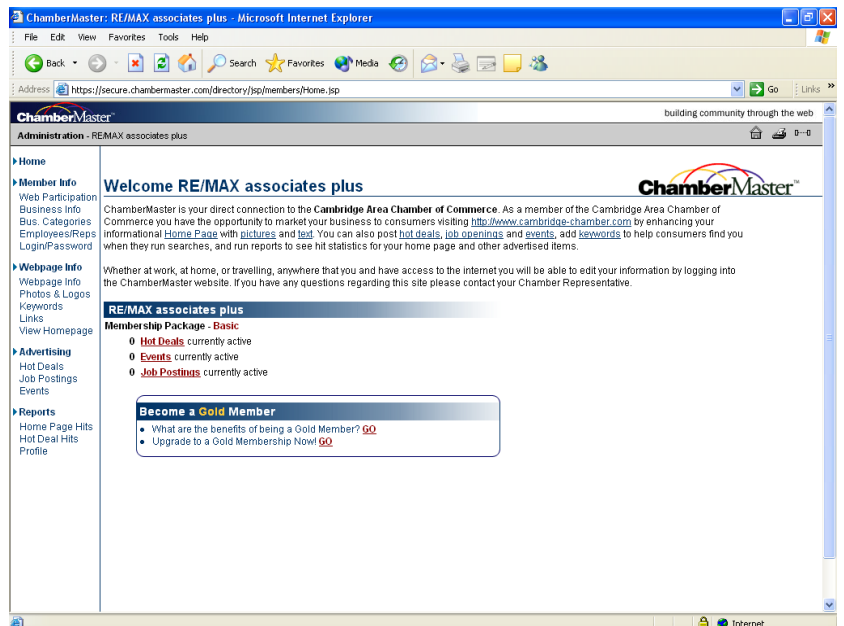
Each chamber member receives a listing in the Chamber's online business directory. Visitors to the site find your listing by searching by category or keyword, or Business name.

### Member Information Web Page- FREE

Included with your business directory listing is a member information web page for each member. Use this web page to promote your business and provide the following information:

- 200 Character Business Description
- Hours of Operation
- Driving Directions
- 8 Key Words search terms

This is a snap shot of the ChamberMaster Member Welcome page. This is where the menu bar is located that you use to maintain the information listed on your Member page.



### Post Hot Deals - \$10 per week

Advertise value added specials or offer coupons on the website's Hot Deals page. Your unique "Members Only" login lets you enter the title, description, category, and date range for the special to run. The Hot Deal coupon can include a link to your website.

### Advertise Business Events on the Community Calendar - FREE

Post your Upcoming Event, Grand Opening, or other event on the Chamber's community calendar. Simply login using your "Members Only" access and submit your event for chamber approval.

Your Chamber's ChamberMaster application also includes an events management module that makes it even easier to participate in Chamber events. Now, you can register for events online. You can also opt to be reminded of events, or sign up for automatic e-mail notification when events are added.

Your Chamber staff is available to assist when needed. Start taking advantage of these opportunities today and see the results tomorrow.

# Member Page Enhancements & Banner Advertising:

## 1. Regular Website Link **FREE**

- Your website link displayed on your chamber web page.

## 2. Enhanced Member Page Listings with Priority Placement **Only \$100 Annually** Add these features to enhance your message and receive priority placement!

- Your business name will be displayed above any non-enhanced members in the search results
- 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)
- Your business logo placed on your Member page.
- Bullet point listing (up to 5)
- 20 Key Words search terms

## 3. Search Results Listing Icon (Included in Enhanced Member Page Listing) **Only \$25. Annually**

- Your logo or icon is placed next to your name on the search results page (75x75 pixels)

## 4. Additional Website Link **Only \$25. Annually**

- Visitors will be able to link to your website from the search result page.

Please view Enhanced Member Page example below.

The screenshot shows a web browser window with the URL <http://public.westerlychamber.org/list/Member/wood-river-evergreens-inc-hope-valley.htm>. The browser's address bar shows the page title "Wood River Evergreens, Inc. | Landscaping". The page content includes a navigation bar with links for "Visit Our Website", "Request Info", "Print", and "Email A Friend". The main content area features the company logo, contact information (101 Woodville Road, Hope Valley RI 02832, (401) 364-3387 | Fax: (401) 364-3737), and links for "Click to Learn More" and "View Map". A "highlights" section lists services such as Landscape Design, Construction & Maintenance, Landscape Lighting, Masonry, Custom Water Features, and Custom Carpentry. An "about us" section describes the company as an award-winning landscape design, construction, and maintenance firm in southern Rhode Island and eastern Connecticut. A large image of a landscaped area is displayed, with a smaller thumbnail image below it. The browser's status bar at the bottom shows "Done" and "Internet | Protected Mode: On".

## Banner Sponsorships (Banner size is 480X60)

- Limited sponsorships available in each category
- Limited sponsorships available on the Business Directory Search Page
- Top Priority Placement – highlight your business in the blue section

The screenshot shows a search results page in Internet Explorer. At the top, there are search criteria and a banner ad for 'Business Services' featuring Julie Hofius and the Mid-Minnesota Federal Credit Union logo. Below the banner, a list of search results is displayed, including 'Mid-Minnesota Federal Credit Union', 'First Integrity Mortgage Center', 'Brainerd Savings and Loan - Main Office', 'Mid-Minnesota Federal Credit Union-Baxter', 'American National Bank of MN - Pequot Lakes', 'Brainerd Savings and Loan - Baxter Full Service', and 'Deerwood Bank - Brainerd'. Callouts with arrows point to the banner ad, a search results logo, and a website link.

## Member Marketing Opportunities:

Throughout the year, the Chamber provides opportunities for your business to market/advertise your services. Take a look at the opportunities listed below . . . and then, call the office to tell us how we can help your business grow. Remember, we're in business for your business!

- |  |             |          |
|--|-------------|----------|
| ❖ Membership Directory and Addendum listing all Chamber members (\$25 fee for each additional listing)   |             | N/C      |
| ❖ Complete list of mailing labels. Approx. 900 labels. (24-hour notice necessary to print)   | Members     | \$ 50.00 |
|  | Non Members | \$125.00 |
| ❖ 8-1/2 x 11" flyer insert in monthly newsletter<br>900 copies and payment supplied to Chamber office by the 20 <sup>th</sup> of the month preceding insert.<br>NOTE: Non-profit organizations allowed one free insert per year. |             | \$100.00 |
| ❖ Business card in newsletter<br>(To reserve the space, card and payment must be to the Chamber by the 10 <sup>th</sup> of the month).   |             | \$30.00  |
| 1/3 page ad in newsletter  |             | \$75.00  |
| 1/2 page ad in newsletter  |             | \$100.00 |
| Full page ad in newsletter   |             | \$150.00 |
| ❖ Host a Business After Hours (One year wait list. You supply refreshments. Call the Chamber for details)  |             | Varies   |
| ❖ Advertisement in Go Westerly, the beautiful four-color travel planner distributed to all tourists.<br>Circulation: 60,000.   |             | Varies   |
| ❖ Advertisement in annual Membership Directory & Buyers Guide.<br>Distributed to relocating families, town hall, library, and mailed to all Chamber members.   |             | Varies   |

## Billboard Rental Pricing

Month	Price	Month	Price
January	\$2,100.00/28 days \$1,300.00/14 days	July	\$2,100.00/28 days No 14 day
February	\$2,100.00/28 days \$1,300.00/14 days	August	\$2,100.00/28 days No 14 day
March	\$2,100.00/28 days \$1,300.00/14 days	September	\$2,100.00/28 days \$1,300.00/14 days
April (1 <sup>st</sup> 2 wks)	Unavailable	October (1 <sup>st</sup> 2 wks)	Unavailable
April (2 <sup>nd</sup> 2 wks)	\$1,300.00/14 days	October (2 <sup>nd</sup> 2 wks)	\$1,300.00/14 days
May (1 <sup>st</sup> 2 wks)	\$1,300.00/14 days	November	\$2,100.00/28 days \$1,300.00/14 days
May (2 <sup>nd</sup> 2 wks)	Unavailable	December	\$2,200.00/28 days \$1,400.00/14 days
June	\$2,100.00/28 days \$1,300.00/14 days		

Effective as of February 21, 2012

### THE FOLLOWING TERMS AND CONDITIONS APPLY:

#### PAYMENT

Half the payment is due 60 days before the billboard goes up. The remaining 50% is due by the 15<sup>th</sup> of the month

#### ART WORK

All Billboard posters must be produced on vinyl. **Billboard design (all art work and text) must be approved in writing by Chamber Executive Director 60 days prior to posting date.** The GWPACC reserves the right to reject proposed art work, thereby rendering this agreement null and void. Messages should be non-controversial and family friendly. Advertiser may select the Billboard producer of their choice, but we strongly recommend Chamber members.

#### RENTAL PERIOD DEFINED

Hanging the poster is contingent upon weather conditions, wind, holidays, etc. Your business has contracted for a specific month, but the poster may not be up on the 1<sup>st</sup> day of that month. There is a four-day flex period on which the poster may be put up or taken down. Our goal is to have each monthly message displayed for at least a 28 day period or fourteen days if rented for 2 weeks.

#### ENTIRE AGREEMENT

It is specifically understood and agreed that this contract embodies each and all of the understandings and agreements between the parties and that no representations, terms or conditions, verbal or otherwise, have been made, fixed or agreed upon by the parties, or any agent or representative thereof, which do or may in any way modify, add to, alter or change the terms herein set forth.

**TRANSFERABILITY**

The privilege of this Agreement shall not be extended to any person, firm or corporation other than the Renter, directly or indirectly, except by special consent of GWPACC.

**NON-CANCELLABILITY BY RENTER**

The person signing this Agreement warrants his authority to bind the Renter and by signing, agrees personally to indemnify the GWPACC for any loss occurrence by his lack of authority or for non-payment by the Renter.

**ACTS OF GOD**

The GWPACC shall not be held responsible for any artwork not displayed due to government regulations, mechanical difficulties, storms, strikes, or acts of God. In such an event, pro-rata refund will be due to Renter.

**COLLECTION POLICY**

Renter agrees to pay collection agency fees, legal fees, court costs and interest at the highest rate permitted by Rhode Island law on all unpaid balances, whenever said services are used to collect any amount due under this Agreement.

**BINDING**

This contract is not valid unless signed by an officer of GWPACC or Chamber Executive Director.

signartprints.com

**Overall Print Size: 148" x 296"**  
(This includes extra material for pole pockets etc.)

**Billboard Image Size: 138" x 272"**  
(Your billboard graphic should be this size)

**Safe Zone: 133" x 266"**  
(to insure all pertinent info remains visible, keep text within this area)

**Note Billboard Prints Must be Produced on 8-11oz. Scrim Vinyl**

This template was designed to aid in the manufacture of billboard prints for the newly fabricated Westerly-Pawcatuck Chamber Billboard.

To insure that the banner you are producing properly fits the framework, follow these steps.....

- 1: Select everything below the **green dotted line**
- 2: Insure the selection is 296" wide X 148" high
- 3: Place your billboard graphics inside the **red rectangle**
- 4: Repeat steps 1 & 2
- 5: Print template & billboard graphic on scrim vinyl
- 6: Assemble as required\*

\* Billboard print must be provided in one piece for installation

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© 2011 SignArt LLC.

CUSTOMER:	Westerly-Pawcatuck Chamber of Commerce
STREET:	
CITY, STATE:	
TELEPHONE:	
PROJECT NAME:	Billboard Template

# **BILLBOARD BANNER RENTAL FOR NON-PROFIT ORGANIZATIONS**

Banner Rental for Non-Profit Organizations is \$200.00 (not including producing and hanging) for rental of the banner portion of the billboard at 5 Union Ave., Westerly, RI. for one month or period of not to exceed 30 days. Hanging fee is \$50 payable to SignArt. Banner can be provided by a business of your choice.

## **THE FOLLOWING TERMS AND CONDITIONS APPLY:**

### **PAYMENT**

Half the payment is due 60 days before the billboard goes up. The remaining 50% is due by the 15<sup>th</sup> of the month

### **ART WORK**

**All Banner posters must be vinyl. Banner design (all art work and text) must be approved in writing by Chamber Executive Director 60 days prior to posting date.** The GWPACC reserves the right to reject proposed art work, thereby rendering this agreement null and void. Messages should be non-controversial and family friendly. Advertiser may select the Banner producer of their choice, but we strongly recommend Chamber members. **Size of advertising space poster is 9' x 16'.** The specs for the banner are posted on our website, [www.westerlychamber.org](http://www.westerlychamber.org). Only banners that conform to those specs will be approved. After approval, the Banner must be sent to the Chamber at One Chamber Way, Westerly, RI 02891.

### **RENTAL PERIOD DEFINED**

Hanging the Banner poster is contingent upon weather conditions, wind, holidays, etc. Your business has contracted for a specific month, but the poster may not be up on the 1<sup>st</sup> day of that month. There is a four-day flex period on which the poster may be put up or taken down. Our goal is to have each monthly message displayed for at least a 28 day period if rented monthly or fourteen days if rented for 2 weeks .

### **ENTIRE AGREEMENT**

It is specifically understood and agreed that this contract embodies each and all of the understandings and agreements between the parties and that no representations, terms or conditions, verbal or otherwise, have been made, fixed or agreed upon by the parties, or any agent or representative thereof, which do or may in any way modify, add to, alter or change the terms herein set forth. The Banner advertiser must be anon-profit organization and a good standing member of The Greater Westerly-Pawcatuck Area Chamber of Commerce. The event that is being advertised must be **free** and **open to the public**. In the event that more than one group wants to advertise at the same time, priority will be given to Chamber of Commerce events. If the events are produced by groups other than the Chamber, The Chamber will conduct a raffle drawing to determine which group may advertise.

### **TRANSFERABILITY**

The privilege of this Agreement shall not be extended to any person, firm or corporation other than the Renter, directly or indirectly, except by special consent of GWPACC.

### **NON-CANCELLABILITY BY RENTER**

The person signing this Agreement warrants his authority to bind the Renter and by signing, agrees personally to indemnify the GWPACC for any loss occurrence by his lack of authority or for non-payment by the Renter.

### **ACTS OF GOD**

The GWPACC shall not be held responsible for any artwork not displayed due to government regulations, mechanical difficulties, storms, strikes, or acts of God. In such an event, pro-rata refund will be due to Renter.

### **COLLECTION POLICY**

Renter agrees to pay collection agency fees, legal fees, court costs and interest at the highest rate permitted by Rhode Island law on all unpaid balances, whenever said services are used to collect any amount due under this Agreement.



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## Member Web Enhancements & Banner Contract

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Location: \_\_\_\_\_

City, State Zip: \_\_\_\_\_ City, State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Manager/Owner: \_\_\_\_\_ Contact: \_\_\_\_\_

e-mail address: \_\_\_\_\_ Website: www. \_\_\_\_\_

The following are commitments that you agree to:

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

- Enhanced Member Page Listings with Priority Placement COST: \$100 Annually
- Search Results Listing Icon COST: \$25 Annually
- Additional Website Link COST: \$25 Annually
- Hot Deals COST: \$10 a Week

Banner Advertisements	<u>One Month</u>	<u>Three Months</u>
<input type="checkbox"/> Home Page	\$100.00	\$250.00
<input type="checkbox"/> Membership Directory Page	\$75.00	\$175.00
<input type="checkbox"/> Event Calendar Page	\$75.00	\$175.00
<input type="checkbox"/> Contact the Chamber Page	\$50.00	\$100.00
<input type="checkbox"/> Hot Deals Page	\$50.00	\$100.00
<input type="checkbox"/> Category Page	\$50.00	\$100.00
<input type="checkbox"/> Vacation Info Page	\$50.00	\$100.00

**Banner Ads can be created for you at a cost of \$50. If designing your own ads please obtain the specification sheet. Membership must be in good standing throughout the advertising time frame. By signing below you agree to all that is stated in the above commitment:**

Signature \_\_\_\_\_ Amount Charged \$ \_\_\_\_\_

Credit Card \_\_\_\_\_  
(MC/VISA) Ex. Date \_\_\_\_\_ Security code \_\_\_\_\_

OFFICE USE: Payment Received Date: \_\_\_\_\_ Confirmed by Chamber Staff: \_\_\_\_\_

ADDITIONAL COMMENTS: \_\_\_\_\_

**Contact: Kirsten Petrizzo, The Greater Westerly-Pawcatuck Area Chamber of Commerce,  
1 Chamber Way, Westerly, RI 02891  
Phone: 401.596-7761 Fax: 401.596-2190 email: info@westerlychamber.org**