

Dividends

GREATER
PORTSMOUTH
CHAMBER OF COMMERCE

Newsletter Flyer Information & Agreement 2009

Newsletter Readership & Distribution: The Chamber's newsletter, *Dividends*, is mailed to every current Chamber member (1,000+) in addition to a secondary list of 500 that includes the city council, school board members, the press and the second and third contact names of Chamber member businesses.

Contents: The newsletter is a direct, monthly communication to the membership featuring articles on Chamber programs, events, committees, and member news. Regular features include legislative updates, executive director's column, calendar of events and more.

Size: 8 1/2 x 11, (limit 14 flyers per issue)

Program Details:

- Advertiser must supply 1,400 printed flyers
- Flyer must be no larger than 8 1/2 x 11
- Paper weight should be no heavier than 20# (average copy paper weight)
- If a flyer exceeds size and/or weight specifications, additional charges may apply
- Flyer must be approved by a Chamber staff person before mailing
- The advertiser is responsible for the printing and delivery of flyers
- Program available to Chamber members only
- Payment for insertions must be made at least one week in advance of mailing date

Deadlines: Flyers must be delivered to the Chamber (500 Market St., Portsmouth, NH 03801) no later than one week prior to the mailing date. Normally, the newsletter is mailed to members the first Friday of each month except in July when it is mailed in the middle of the month. There is no newsletter in August.

Payment must be received by the Chamber at least 7 days in advance of the mailing date.

Flyers delivered without a contract or payment will not be inserted in the newsletter.

Advertiser's Initials _____. (acknowledgement of terms required to complete contract)

Rates (circle one):

1 insertion: \$325 ■ 3 insertions: \$300 each ■ 6 insertions: \$275 each ■ Nonprofit rate: \$200 each

Date(s) of insertion: Jan 16 Feb 6 Mar 6 Apr 3 May 8 Jun 5
2009 Dates Jul 24 Sep 4 Oct 9 Nov 6 Dec 4

Advertiser's Name: _____ **Company:** _____

Advertiser's Signature: _____ **Date:** _____

Email: _____ **Phone:** _____

Completed contracts may be faxed back to the Chamber at (603) 436-5118

Want a Cost-Effective Way to Reach a Targeted Audience of Nearly 1,500 Business Colleagues

Consider Booking Flyers in the Chamber's Dividends Newsletter

Through the Chamber's Dividends Newsletter, you have a cost-effective way of reaching the people who count with your message.

Take a look at what it would cost to do it yourself:

- First-Class Postage to the Chamber's Mailing List—\$545.75, plus cost of list, and labeling, stuffing & delivery to post box
\$545.75 plus \$150/\$250 (cost of list) = \$695.75/\$795.75 (doesn't include cost of labor/prep)
- Third-Class Postage (requires sorting) to the Chamber's Mailing List- \$395.30, cost of list, labeling, stuffing & sorting
\$395.30 plus \$150/\$250 (cost of list) = \$545.30/\$645.30 (doesn't include cost of labor/prep)
- Cost to Buy Chamber Mailing List Labels—\$150 per set
- Cost to Buy Electronic Data of Mailing List /Print Labels/Mail—\$250 per year with one 6-month update

