



# 2020 Member Service Order Form

As of 1/28/20

The Rehoboth Beach - Dewey Beach Chamber of Commerce & Visitors Center provides Members with a variety of services designed to assist your business! If you have questions, please feel free to contact membership representatives Abbie or Mariella at 302-227-6446 or [membership@beach-fun.com](mailto:membership@beach-fun.com).

## **Beach Blast Email ..... \$100**

The Chamber compiles and maintains a fresh and viable list of email addresses....20,000 and counting!! The email addresses have been compiled from recent response to advertising. Beach Blast emails promote the Resort Area, events and/or your business! Either provide a camera-ready image or 100 words of text, contact info, logo and/or picture...the Chamber will do the rest! No more than four Beach Blast emails will be sent per month.

## **Beach-Fun.com Advertising ..... See Below**

Highlighting the Resort Area, [www.Beach-Fun.com](http://www.Beach-Fun.com) is a comprehensive website and a valuable resource for Members, locals, & visitors to the area. In 2019, the website had 559K+ pageviews! All Members receive a free basic listing in their appropriate main category. Below are additional advertising options offered on an annual basis.

<b>Basic Listing</b> .....	Business name, address, phone number and logo .....	Free
<b>Additional Basic Listing</b> .....	Business name, address, phone number and logo .....	\$30
<b>Reciprocal Link</b> .....	Includes Basic Listing & link to your website; .....	\$60
	In return, post the Chamber's logo provided to you by the Chamber on your website that links to <a href="http://www.Beach-Fun.com">www.Beach-Fun.com</a>	
<b>Hyperlink</b> .....	Includes Basic Listing and link to your website .....	\$120
<b>Web Banner</b> .....	Banner with up to 4 flashing slides i.e. your logo, picture, etc. Slide dimensions: 180x67 pixels..	\$350
	Banner will link to your website. Does not include a separate listing.	
<b>Home Page Banner</b> .....	Banner on Chamber's home page (based upon availability). .....	\$700
	Up to 4 flashing slides i.e. your logo, pictures, etc. Slide dimensions: 180x67 pixels.	
	Banner will link to your website. Does not include a separate listing).	

## **NEW! Community Bags ..... 10¢**

The Chamber can provide new communities/developments with Welcome Bags that contain Visitors Guides & area info for distribution to future or current home buyers. This a great way for service industry Members such as plumbers, electricians, painters, landscapers, pest control, garage door repair, handyman, banks & more to let new Resort Area residents know about your business. You can place your product in up to 3,500 bags for 10¢ a piece! Contact Sophia at 302-227-6446 for more details.

## **Coupon Book ..... \$125**

50,000 Coupon Books are printed and distributed locally by the Chamber during the last week of May to accommodations, realtors and the Visitors Center. The books are also included in the summer Realtor Bags and in resort area bins. Duration of the Coupon Book runs from May to May. Cost includes free coupon design!

## **Dining Guide ..... \$800**

A minimum of 25,000 Dining Guides are printed in full color and distributed locally by the Chamber during the last week of May to accommodations, realtors and Visitors Center. Restaurants can include a 2 page menu spread. Included in the \$800 purchase, advertisers can choose either a half page ad in the upcoming Visitors Guide (a \$1,250 value) or insertion of product such as menus in the summer Realtor Bag season (a \$1,100 value)!

## **Focus On Newsletter Advertising ..... See Below**

Minimum of 7 Issues annually. Four printed issues and three electronic issues. Printed issues a mailed to the Membership & elected officials, and inserted into a portion of the Cape Gazette. Printed issues are a minimum of 16 full color pages and 4,400 are printed. Electronic issues are emailed to approximately 1,100+.

<b>Business Card Ad</b> .....	Dimensions: 3.5625" wide x 2.25" high .....	\$50	<b>2020 Print Issues and Content Deadlines:</b> 1st Quarter (1/30) 2nd Quarter (5/21); 3rd Quarter (8/13); 4th Quarter (10/22)
<b>Front Page Footer Ad</b> .....	Dimensions: 7.25" wide x 1.5" high .....	\$100	
<b>Quarter Page Ad</b> .....	Dimensions: 3.5625" wide x 4.625" high .....	\$100	<b>2020 Electronic Issues and Content Deadlines:</b> April (3/19); May (4/30); Oct (9/17) <i>Subject to change without notice.</i>
<b>Half Page Ad</b> .....	Dimensions: 7.25" wide x 4.625" high .....	\$125	
<b>Full Page Ad</b> .....	Dimensions: 7.25" wide x 9.375" high .....	\$175	

**More services on the reverse side!**

- Map Pad Sponsorship · Sold Out for 2020!**..... \$600  
Resort Area Maps are handed out to visitors to the Chamber's Visitors Center. Sponsorship includes your logo and contact info printed on a total of 5,000 sheets (50 map pads with 100 sheets each). You receive half of the maps to distribute at your business while the Chamber keeps the other half to distribute at the Visitors Center. Popular service for accommodations, realtors. & frontline service areas.
- Holiday Business After Hours Sponsorship** ..... \$250  
Business After Hours Holiday Party in December. Includes promotion on Member Blast, Newsletter, & product distribution where appropriate. Maximum of four sponsors. Non-compete with fellow members.
- Member E-Blast to Chamber Members**..... \$99  
Email your message to the Membership! Provide a camera-ready document; preferably 8.5"x11" and saved as a high resolution pdf or jpeg file. The file can link to either an email address or website. A three day notice is required so the blast can be scheduled.
- Membership List on Mailing Labels**..... \$99  
The Membership List can be purchased on mailing labels (includes business name, contact, and address). Contact Chamber to arrange for pick-up or delivery. Per Member request, the Membership list is not provided electronically such as in a excel file.
- Meeting Room Rental** ..... \$10/hr  
The Chamber's Administration Office at 306 Rehoboth Avenue, Rehoboth Beach has a meeting room available for rent. There is seating for 10-12 people and the room is available Monday-Friday between 9:30AM-4:30PM. Use of HDMI connection to smart tv and dry erase board included. Rental Fee: Member \$10 per hour · Non-Member \$20 per hour
- Realtor & Accommodation Bags**..... 10¢  
From Memorial Day to Labor Day, the Chamber assembles and distributes an average of 11,000 bags that are filled with the Visitors Guide, Coupon Book and Member product. The bags are delivered to area realtors who give to their week-long renters. Members can have their product included for 10¢ per piece (25¢ per multi-page; i.e. magazine). Product examples are flyers, postcards, coupons, or tri-fold brochures and it is recommended to include a discount or coupon on your piece in order to track its success. Product placement can be purchased either for the entire season or in four to five week consecutive periods (first-fourth quarters). The number of pieces per bag will be kept under 40. Deadline and distribution quantities online.
- Telephone Background / On Hold Advertising**..... \$125  
Your business can be included on the advertising recording on the Chamber's telephone system while callers are on hold or being transferred. Recorded annually.
- Visitors Guide - Official Area Guide for Rehoboth Beach & Dewey Beach**..... See Below  
Member purchased advertising publication. The 132 page guide is mailed to potential visitors in direct response to advertisements as well as some local distribution. 140,000 copies are scheduled to be printed! Ad size/price: Listing - \$160; 1/8 page - \$375; 1/4 page - \$675; 1/2 page - \$1,250; and full page ads start at \$1,650.

**To Be Completed by Chamber of Commerce Staff.**

Service(s) Purchased: \_\_\_\_\_ Grand Total: \_\_\_\_\_

Notes: \_\_\_\_\_

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Email Address: \_\_\_\_\_ Staff Initials/Order Completed By: \_\_\_\_\_ Date: \_\_\_\_\_

Payment Date & Method: Date: \_\_\_\_\_  Check# \_\_\_\_\_  Visa/MC/AMEX/Disc (circle one)  Cash  Invoiced \_\_\_\_\_

Note: All services and fees are pre-paid and subject to change.

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