

Johnstown-Milliken Chamber of Commerce

2019 BUSINESS DIRECTORY & COMMUNITY RESOURCE GUIDE



THE REAL VALUE OF YOUR LOCAL CHAMBER OF COMMERCE*:

- 7 out of 10 consumers believe that being actively involved in the Chamber is an effective strategy for demonstrating that it uses good business practices.
- When consumers know that a restaurant franchise is a member of the Chamber of Commerce, they are 50% more likely to eat at the franchise more often.
- When consumers know that an insurance company is a member of the Chamber of Commerce, they are 43% more likely to consider buying insurance from it.
- Among those who have ever considered buying a car from a particular manufacturer, chamber membership leads to a 20% increase in consumers' favorability reports.

WHEN A SMALL BUSINESS IS A MEMBER OF ITS LOCAL CHAMBER, THE BUSINESS ENJOYS*:

- A 44% increase in its consumer favorability rating
- A 51% increase in consumer awareness
- A 57% increase in local reputation
- A 63% increase in likelihood that consumers will patronize the business in the future

DISTRIBUTION:

- Mailed to over 8,000 homes and businesses in Johnstown & Milliken
- Distributed by the Chamber of Commerce in economic development packages, relocation packages and investor packages.
- Distributed to each Chamber investor.
- Year long shelf life ensures maximum advertising value

SPONSORSHIP BENEFITS:

- Your message distributed to your target audience for just a few cents per exposure
- A local, professionally trained ad design team
- A local, dedicated account manager that will see your agreement all the way through the process

SIZE, POSITIONS, SPECS & RATES

PREMIUM	MEMBER	NON MEMBER	SPECS
Spread	\$2,015	\$2,515	10.75" x 8.375" .125" bleed .25" margin (image area = 4.86" x 7.9")
Full Page	\$1,265	\$1,765	5.375" x 8.375" .125" bleed .25" margin (image area = 4.86" x 7.9")
Half Page	\$865	\$1,265	5.375" x 3.92"
Quarter Page	\$265	\$765	2.42" x 3.92"
Eighth Page	\$190	\$690	2.42" x 1.98"

Premium Positions

Page 1	\$1,390	\$1,890
Center Spread	\$2,265	\$2,765
Inside Back Cover	\$1,390	\$1,890
Inside Front Cover	\$1,515	\$2,015

Directory

Alphabetical Listing	Included	\$80
Bold Box	\$75	\$115

SALES DEADLINE: FEB. 15
AD APPROVAL DEADLINE: FEB. 22
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*Stats provided by The Schapiro Group in "the Real Value of Joining a Local Chamber of Commerce- A Research Study"

Call to learn more about your options
 within this exclusive publication

970-352-0211

TheTribune



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Agreement

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The Greeley Tribune
501 8th Ave
Greeley, CO 80631

FOR ADVERTISING NEEDS CONTACT:

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