



# 2017 ADVERTISING

Whether you're looking to build your brand, generate leads, gain exposure or highlight your initiatives, allow the Greater Wayzata Area Chamber of Commerce to help share your message to thousands of residents and hundreds of businesses in the greater Lake Minnetonka area.

## DIGITAL

### WayzataChamber.com

Contact Kathy Peterson | [kpeterson@wayzatachamber.com](mailto:kpeterson@wayzatachamber.com)

You have **FREE** access to Wayzatachamber.com and included with your membership is a directory listing, logo, business info, "hot deals", job postings, and events on the Members Calendar. To update and refresh all of these items, access your chambermaster account.

Enhanced profile listings and banner advertisements are available. Details are as follows:

- Pricing starts at \$240 a year
- Design assistance provided. Ads are displayed on a rotating basis.

### The e-Gateway

Contact Kathy Peterson | [kpeterson@wayzatachamber.com](mailto:kpeterson@wayzatachamber.com)

Our weekly e-newsletter emailed to over 700+ Chamber representatives on Tuesday mornings. Details are as follows:

- The featured ad size should be 600 x 200 pixels
- Cost is \$30 per week for 1-5 weeks, and \$25 per week for 6 or more weeks
- Payment is due prior to advertising
- Ad content is due by the Thursday before your scheduled advertising date

### Shop. Eat. Enjoy. E-newsletter

Contact [info@wayzatachamber.com](mailto:info@wayzatachamber.com)

Market your business in this attractive e-newsletter that promotes the value in shopping, dining, and enjoying the Wayzata, Lake Minnetonka area. Don't miss out including your advertisement, promotion, or sale in our weekly e-newsletter to over 2500+ Lake Minnetonka area subscribers on Wednesdays. This is a great resource to share on your social media and with your customers/clients. Subscribe if you haven't! Did we mention it's **FREE**?

- Your ad can be a photo or logo and up to 60 words of copy, subject to editing by Chamber Staff.
- Ad content is due by Monday for each week



# PRINT

## The Gateway Newsletter

Contact Kathy Peterson | [kpeterson@wayzatachamber.com](mailto:kpeterson@wayzatachamber.com)

A monthly printed newsletter mailed to all members the first week of each month. For a fee a member's advertising flyer will be stuffed in each copy. Details are as follows:

- Your insert must be a 8-1/2" x 11" promotional flier, which can be color or black and white, and one or two sided
- Cost is \$60 per issue for 1-3 issues, and \$50 per issue for 4-6 issues, with a limit of six annually
- Payment is due prior to advertising insert date
- Member will produce and deliver 420 copies to the Chamber by the 15<sup>th</sup> of the month prior to insert date
- Limit of eight inserts per newsletter

## Wayzata Welcome Center Brochure Rack

Contact [info@wayzatachamber.com](mailto:info@wayzatachamber.com)

Swing by and visit our Wayzata Welcome center located in the beautiful historic Wayzata Train Depot. This is where the Chamber offices are located and thousands of tourists, visitors, residents, and members stop by each year to get in the know! As a member, this is a **FREE** benefit. Please drop-off your business brochures, coupons, or promotions during office hours.

## Downtown Wayzata Street Banners

Contact Kathy Peterson | [kpeterson@wayzatachamber.com](mailto:kpeterson@wayzatachamber.com)

Promote your business, support the community, and add to the esthetic appeal of the downtown area. Summer, Fall and Winter banners offer different seasonal graphics and are posted for 3-5 months, for a three year period. Details are as follows:

- Pricing ranges from \$250-\$350, depending on season and if member takes advantage of "early bird" pricing.
- Business name is printed at bottom of banner and logos are not included
- Member may state a preference for banner location, but it is not guaranteed

## Wayzata Area Shopping and Dining Guide

Contact [info@wayzatachamber.com](mailto:info@wayzatachamber.com)

The official visitors' map to the best of the Wayzata area. Member restaurants and retail members automatically get a **FREE** listing in the brochure. Members may enhance their visibility by buying a display ad.

- 10,000 copies of this four-color fold out reference piece are printed
- Online version as well!
- Guides are distributed at visitors' centers around the state, hotels, member retailers, City Hall, Chamber offices and other locations throughout the year
- Pricing starts at \$95 for display advertisement (2016 rate)



"The Chamber continually supports us through events, social media, and personal connections. The staff is friendly and genuinely interested in supporting and promoting its members. Being a member has been an asset to me personally and to my business."

- Terri Huml, Gianni's Steakhouse