



Dear Wayne County Chamber Members and Area Businesses;

The Wayne County Chamber of Commerce is beginning work on the 2nd Annual Community and Visitors Guide. The first issue of the publication was a huge success, doing an excellent job of representing Wayne County – and we look forward to producing this publication for many years to come.

We have once again partnered with Carol Heminger at Publishing by Avanti, who will be producing the guide for us.

This publication gives you an excellent opportunity to put your business in front of our area residents who are looking for information about the community, as well as visitors to the county. I have included a copy of the 2015 publication so that you can see the quality of this guide.

Advertising opportunities start as low as \$225 for chamber members and \$245 for non-members.

Again this year, we will be offering online enhancements to full page display advertisers. Options include the placement of a video or slide show into the online version of your ad. If you are interested in this, please contact Carol as this needs to be coordinated with the design of the ad copy.

To reserve a spot in the publication, complete the enclosed Advertiser Insertion Order Form and email to Carol at carol@publishingbyavanti.com, fax to 866-495-1205 or mail to Carol.

If you have any questions, feel free to give Carol a call at 734-710-9271 or call me at the Chamber office at 931-722-3575 or email me at chamber@netease.net.

I hope you will join other Wayne County businesses in supporting this important publication.

Sincerely,
Rena Purdy
Executive Director

PS - If you would like to be a distribution site for the Wayne County Community & Visitors Guide, please let me know how many publications you would like and we will get that quantity to you.

Wayne County Chamber of Commerce 2016 Community & Visitors Guide

Here is your opportunity to promote your business to the Wayne County community as well as visitors to the county.

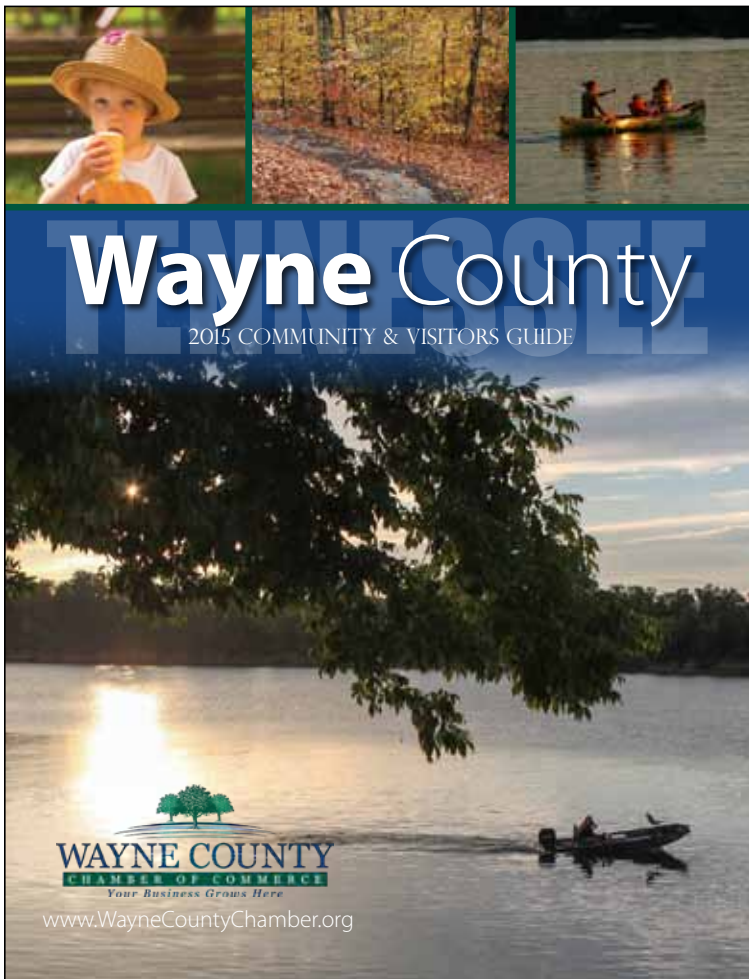
Turn the page to learn more about your advertising options.

FACTS ABOUT THE GUIDE

- Professionally designed full-color, magazine-style publication attracts readers
- Minimum of 40 pages
- High-quality gloss stock
- Minimum of 10,000 copies printed, distributed for one full year beginning in January 2016
- Additional exposure in the online version of the publication (on www.waynecountychamber.org).
- Distributed at Wayne County Welcome Center, local hotels, medical offices, banks & credit unions and more.

IMPORTANT DATES TO REMEMBER

Space Reservations Deadline September 30, 2015
Art Submission Deadline..... October 16, 2015
Estimated Production Date November 2015
Estimated Distribution Date..... January 2016



2015 Cover



The 2016 Wayne County Community and Visitors Guide

is published by the Wayne County Chamber of Commerce and Publishing by Avanti.

For more information, contact Carol at Publishing by Avanti

(734) 710-9271 • (800) 239-5042 • Fax: (866) 495-1205 • Email: carol@publishingbyavanti.com

Wayne County Chamber of Commerce 2016 Community & Visitors Guide

DISPLAY ADVERTISING OPTIONS

1/8 PAGE

\$225 (chamber member)
\$275 (non-member)



1/4 PAGE

\$375 (chamber member)
\$425 (non-member)



**1/2 PAGE
Horizontal**

\$575 (chamber member)
\$625 (non-member)



**1/2 PAGE
Vertical**

\$575 (chamber member)
\$625 (non-member)



FULL PAGE

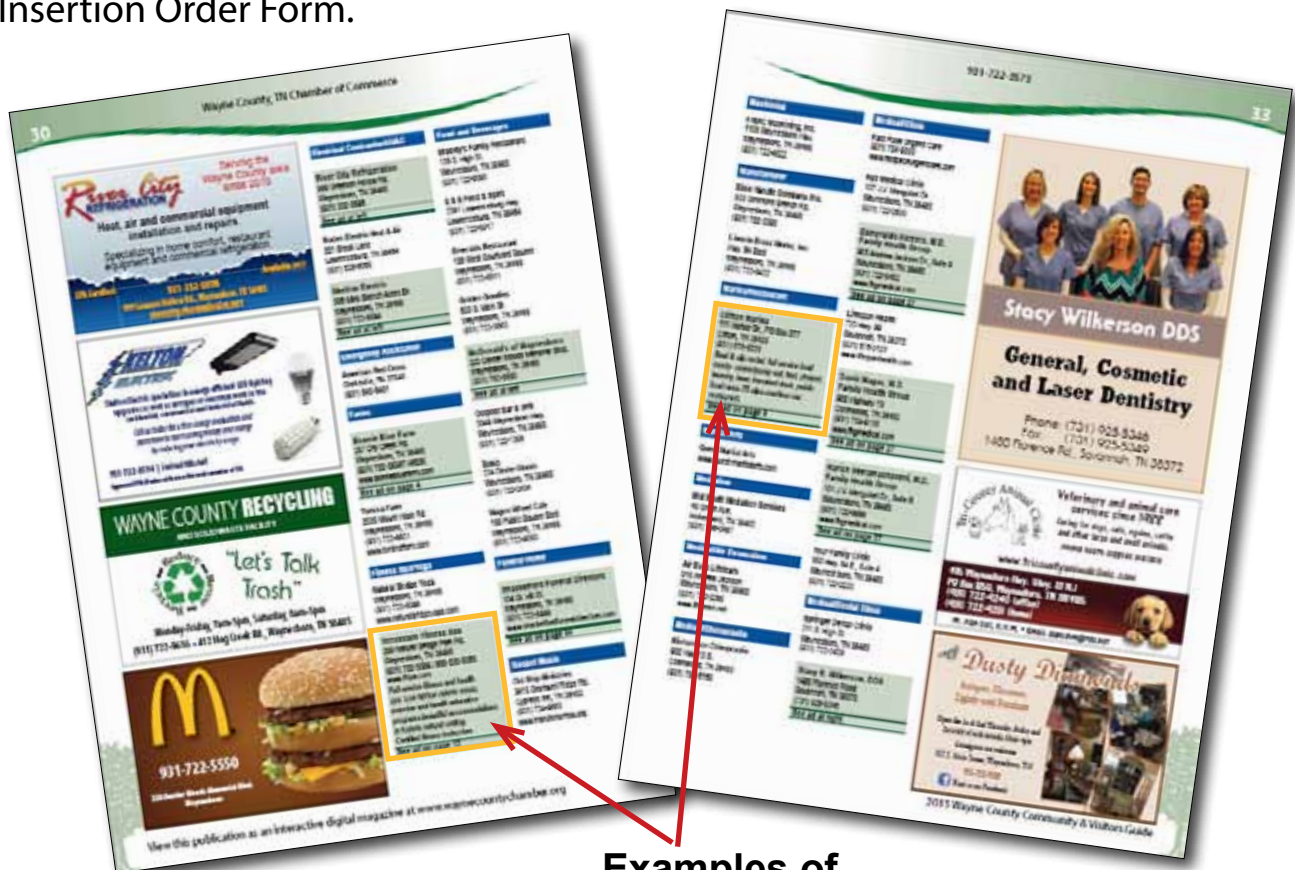
Start at \$995 (chamber member)
Start at \$1045 (non-member)

Wayne County Chamber of Commerce 2016 Community & Visitors Guide

ENHANCED “BUYER’S GUIDE” LISTING OPTION

Each chamber member and advertiser will automatically be listed in the Buyer’s Guide section of the publication (by category). This listing will include business name, address, phone number and web address.

You may enhance this listing with up to 25 words of descriptive text for just \$50. To select this option, check the appropriate box on the Advertising Insertion Order Form.



Examples of
Enhanced Buyer’s Guide
Listing
\$50 per listing

Ad Sales Close
September 30, 2015

Materials Due
October 16, 2015

Distribution begins
January 2016
(for one year)



For more information, contact Carol at:
Publishing By Avanti • 46036 Michigan Ave., Suite 211 • Canton, MI 48188
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Wayne County Chamber of Commerce 2016 Community & Visitors Guide

As an advertiser, you will receive, at **NO** extra charge:

- Design of your artwork*
- Reference to the page number of your advertisement in your "Buyer's Guide" listing
- Listing in the Advertiser's Index
- Dynamic hyperlink to your website from your advertisement in the online version of the publication found on www.waynecountychamber.org.
- Option to place a video or slide show within the online version of your ad (available to full page advertisers only.)

**If the design you desire is extremely elaborate and/or labor intensive, an extra charge may apply. You will be notified of this extra charge before any work begins.*

SCHEDULE OF DISPLAY ADVERTISING RATES

Standard Positions

(Multiple positions per size, placed throughout the publication)

| | Chamber Member | Non-Chamber Member |
|----------------------------------|----------------|--------------------|
| 1/8 page | \$225 | \$275 |
| 1/4 page (vert. or horz.) | \$375 | \$425 |
| 1/2 page (vert. or horz.) | \$575 | \$625 |
| Full Page (with/ without bleeds) | \$995 | \$1045 |


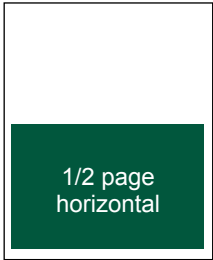
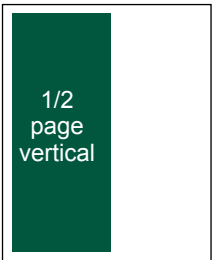

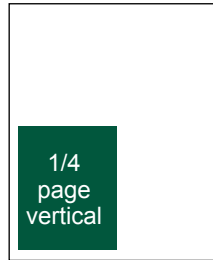
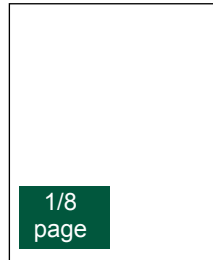
Premium Positions (full-size ads)

(One position per location, available on a first-come basis.)

| | Chamber Member | Non-Chamber Member |
|-----------------------------------|----------------|--------------------|
| Back cover | \$1425 | \$1475 |
| Inside front cover | \$1260 | \$1310 |
| Inside back cover | \$1260 | \$1310 |
| First page (across from IFC) | \$1250 | \$1300 |
| Last page (across from IBC) | \$1250 | \$1300 |
| Second page (across from Welcome) | \$1145 | \$1195 |

NOTE: Bleeds are available with full size ad only and require 1/8" bleed on all sides; keep all live matter 3/16" away from trim on all sides.

CHOOSE THE AD SIZE THAT BEST FITS YOUR NEEDS AND BUDGET

| | | | | | |
|--|---|---|--|---|---|
|  |  |  |  |  |  |
| Full Page (With or without bleed) | 1/2 page horizontal | 1/2 page vertical | 1/4 page horizontal | 1/4 page vertical | 1/8 page |
| With bleeds 8.375" x 10.875" | 7.5" x 4.625" | 3.625" x 9.5" | 7.5" x 2.25" | 3.625" x 4.625" | 3.625" x 2.25" |

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Wayne County Chamber of Commerce 2016 Community & Visitors Guide

Advertising Insertion Order Form

To secure a position in this publication, complete this form and email, fax or mail to Publishing By Avanti.
Be sure to return this form by September 30, 2015 to ensure inclusion. We cannot guarantee acceptance after that date.

Advertiser's Information:

Business Name: _____
Legal Name (if different): _____
Contact Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: (_____) _____
Fax: (_____) _____
Email: _____
Website: _____

Online Enhancements:

The following enhancements in the online version of the guide are available to Display Advertisers (1/2 or full page ads only) at NO additional charge:

- I would like to include a slideshow in my ad
(5-6 photos to be provided by advertiser)
- I would like to include a video in my ad
(video to be provided by advertiser)

Authorization:

Authorized Signature: _____
(Required for processing)
Print Name: _____
Date: _____ Title: _____

Advertising Options:

Standard Positions

- 1/8 page
- 1/4 page (vertical)
- 1/4 page (horizontal)
- 1/2 page (vertical)
- 1/2 page (horizontal)
- Full page

Premium Positions (full page ads)

- Back cover
- Inside front cover
- Inside back cover
- First page (across from inside front cover)
- Last page (across from inside back cover)
- Second page (across from welcome page)

Enhanced Buyer's Guide Listing

- I would like to enhance my Buyer's Guide listing with up to 25 words of descriptive text for \$50.
(Note: This option is available to everyone - you are not required to purchase a display advertisement to select this option.)

Chamber Status: (check one)

- We are a Wayne County Chamber member
- We are NOT a Wayne County Chamber member

Artwork: (check one)

- New artwork will be provided electronically.
- I would like to take advantage of your offer to design my artwork. I understand basic art design will be provided at no additional charge.
- Use ad copy EXACTLY as it appeared in last issue.



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