Chamber of Commerce Map

- The Daily Item joined forces with our local Chamber of Commerce to publish their bi-yearly map.
- The president of the chamber composed the attached letter encouraging members to help support this joint venture.
- The Daily Item would sell and publish this map and the Chamber would be given 25% of the profit. This was one of their fundraisers for the year.
- This map would be placed at the chamber and also at visitor bureaus for anyone to pickup.

GREATER SUSQUEHANNA VALLEY
CHAMBER OF COMMERCE
Connecting Business & Community.

Please allow me to introduce to you the new publisher of the Greater Susquehanna Valley Chamber of Commerce's annual Business Resource Guide and Map, *The Daily Item*. I suspect that no formal introduction to *The Daily Item* is actually necessary given that our local regional newspaper is so well known and highly respected.

After several years of using an out-of-the-area publisher, our board of directors conducted an exhaustive and highly-competitive search, and they were thrilled when *The Daily Item's* proposal stood "head-and-shoulders" above all of the rest.

As you may know, our annual Business Resource Guide and Map along with our Business Resource Guide and Membership Directory have, together, become the most-potent powerhouse when it comes to business referrals. Each and every day, your potential new customers contact us looking for exactly the products and services that you provide. What's more, our map along with the directory are distributed in dozens of locations throughout our valley and even more locations throughout Pennsylvania.

Your ad matters. There's a multiplier effect that comes from your ad in the map being seen over-and-over again thanks to the fact that this high quality publication tends to enjoy a year-long, and sometimes longer, shelf life.

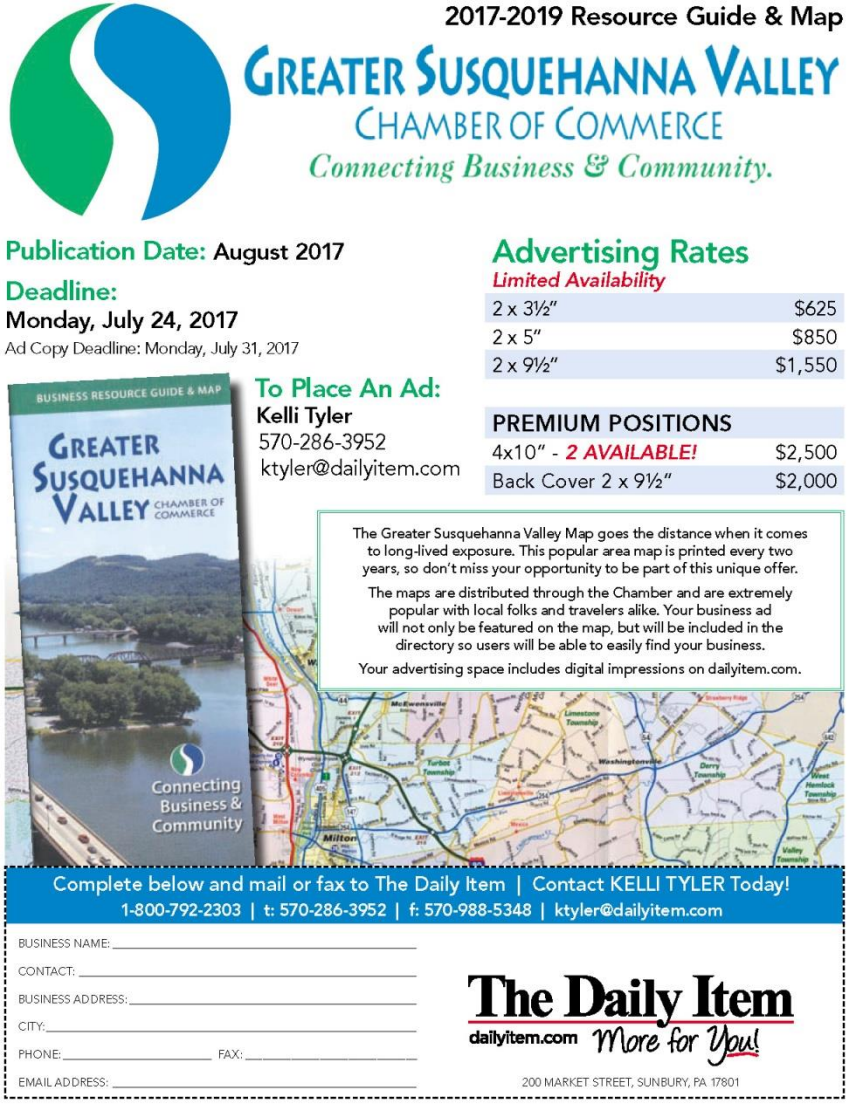
Hopefully, you'll give Patty Bennett and her Daily Item team members the opportunity to discuss a possible ad in the Chamber's 2017 Business Resource Guide and Map. There are a lot of reasons, not least among them being more customers and even higher name recognition, for you to consider advertising with us this coming year.

Sincerely,

Bob Garrett
President/CEO
Greater Susquehanna Valley Chamber of Commerce

2859 North Susquehanna Trail Shamokin Dam, PA 17876
Phone: (570) 743-4100 Fax: (570) 743-1221 www.gsvcc.org

Pricing and promo for attracting clients for the map



2017-2019 Resource Guide & Map

GREATER SUSQUEHANNA VALLEY CHAMBER OF COMMERCE

Connecting Business & Community.

Publication Date: August 2017

Deadline:
Monday, July 24, 2017
Ad Copy Deadline: Monday, July 31, 2017

Advertising Rates
Limited Availability

2 x 3½"	$625
2 x 5"	$850
2 x 9½"	$1,550

PREMIUM POSITIONS	
4x10" - *2 AVAILABLE!*	$2,500
Back Cover 2 x 9½"	$2,000

To Place An Ad:
Kelli Tyler
570-286-3952
ktyler@dailyitem.com

The Greater Susquehanna Valley Map goes the distance when it comes to long-lived exposure. This popular area map is printed every two years, so don't miss your opportunity to be part of this unique offer.

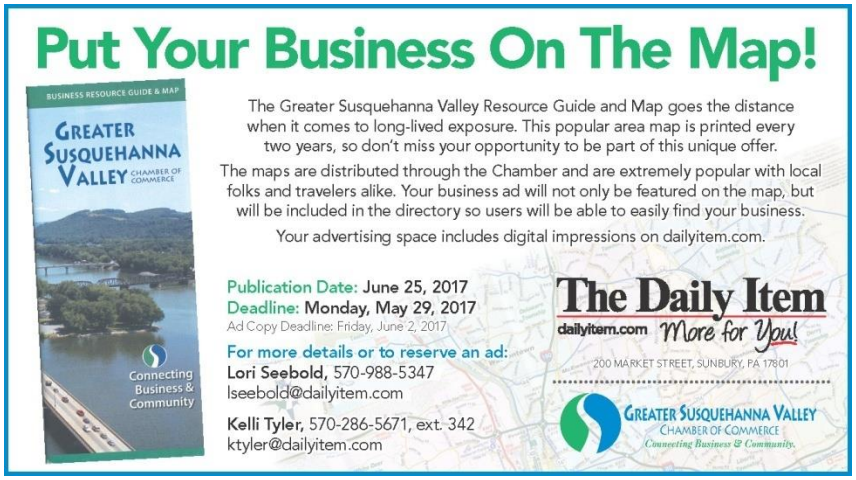
The maps are distributed through the Chamber and are extremely popular with local folks and travelers alike. Your business ad will not only be featured on the map, but will be included in the directory so users will be able to easily find your business.

Your advertising space includes digital impressions on dailyitem.com.

Complete below and mail or fax to The Daily Item | Contact KELLI TYLER Today!
1-800-792-2303 | t: 570-286-3952 | f: 570-988-5348 | ktyler@dailyitem.com

BUSINESS NAME: _____
CONTACT: _____
BUSINESS ADDRESS: _____
CITY: _____
PHONE: _____ FAX: _____
EMAIL ADDRESS: _____

The Daily Item
dailyitem.com More for You!
200 MARKET STREET, SUNBURY, PA 17801



Put Your Business On The Map!

The Greater Susquehanna Valley Resource Guide and Map goes the distance when it comes to long-lived exposure. This popular area map is printed every two years, so don't miss your opportunity to be part of this unique offer.

The maps are distributed through the Chamber and are extremely popular with local folks and travelers alike. Your business ad will not only be featured on the map, but will be included in the directory so users will be able to easily find your business.

Your advertising space includes digital impressions on dailyitem.com.

Publication Date: June 25, 2017
Deadline: Monday, May 29, 2017
Ad Copy Deadline: Friday, June 2, 2017

For more details or to reserve an ad:
Lori Seebold, 570-988-5347
lseebold@dailyitem.com

Kelli Tyler, 570-286-5671, ext. 342
ktyler@dailyitem.com

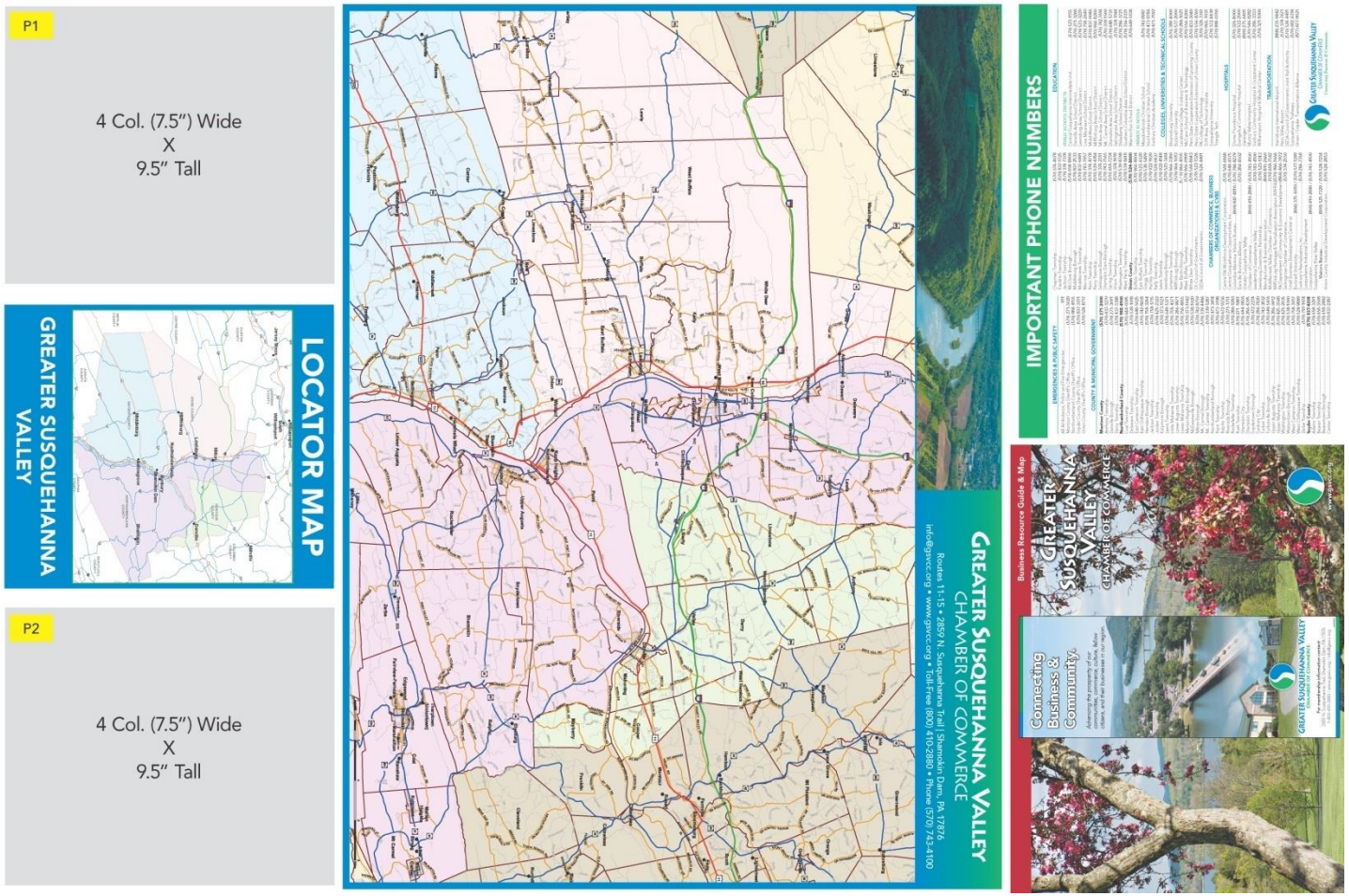
The Daily Item
dailyitem.com More for You!
200 MARKET STREET, SUNBURY, PA 17801

GREATER SUSQUEHANNA VALLEY CHAMBER OF COMMERCE
Connecting Business & Community.

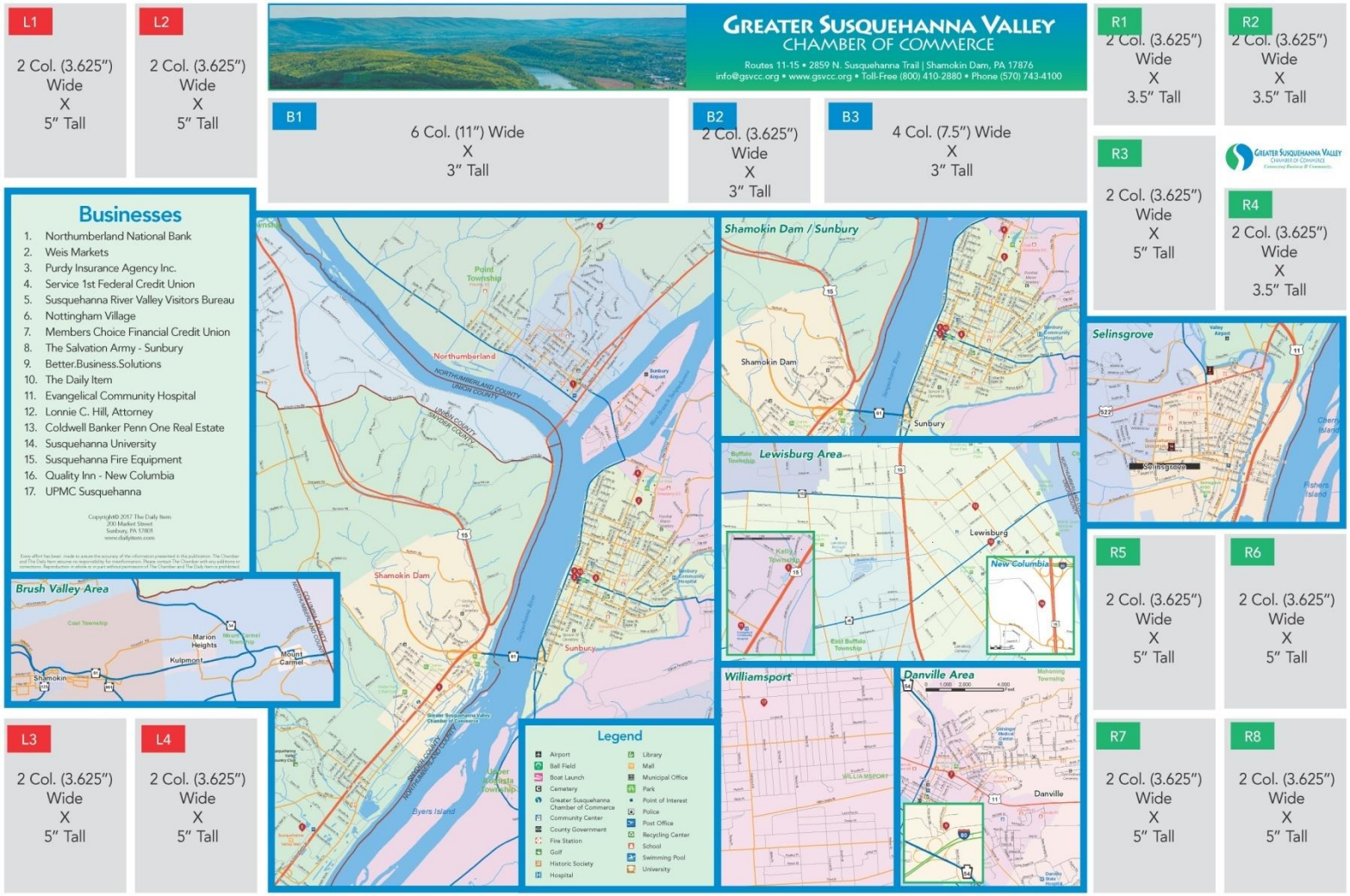
Recommendations

- Make sure that you allow ample time to put packets together so that you can mail to members and give them plenty of time to respond to deadline.
- Highly recommend making this a combo sale with the Chamber Directory that we also sell.
- Have the Chamber include this in their monthly newsletter and have a contact listed for members to call and ask questions.
- Use a key code on the map template so that member knows the exact placement of ad.

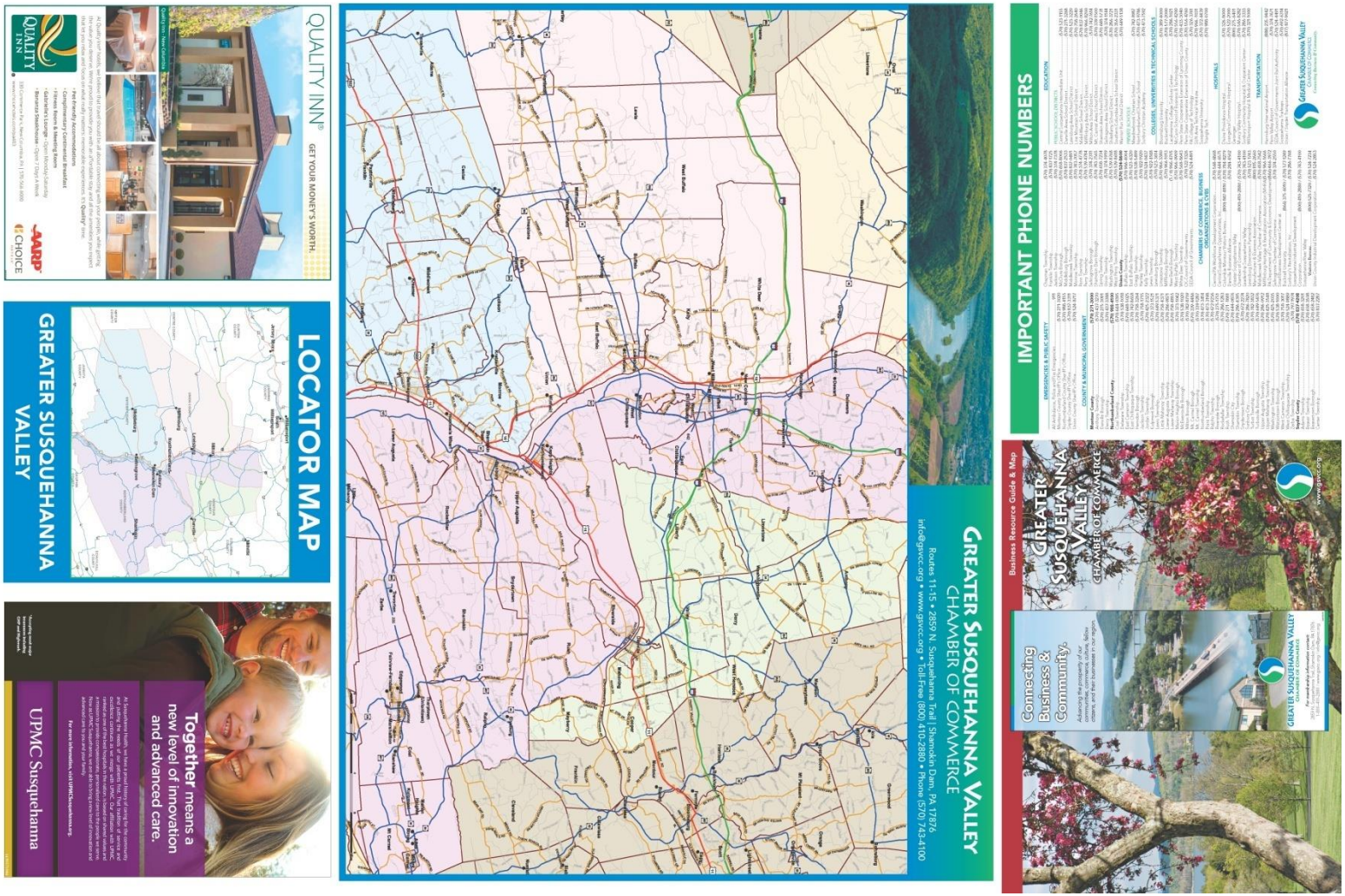
Front of Map with available advertising spaces.



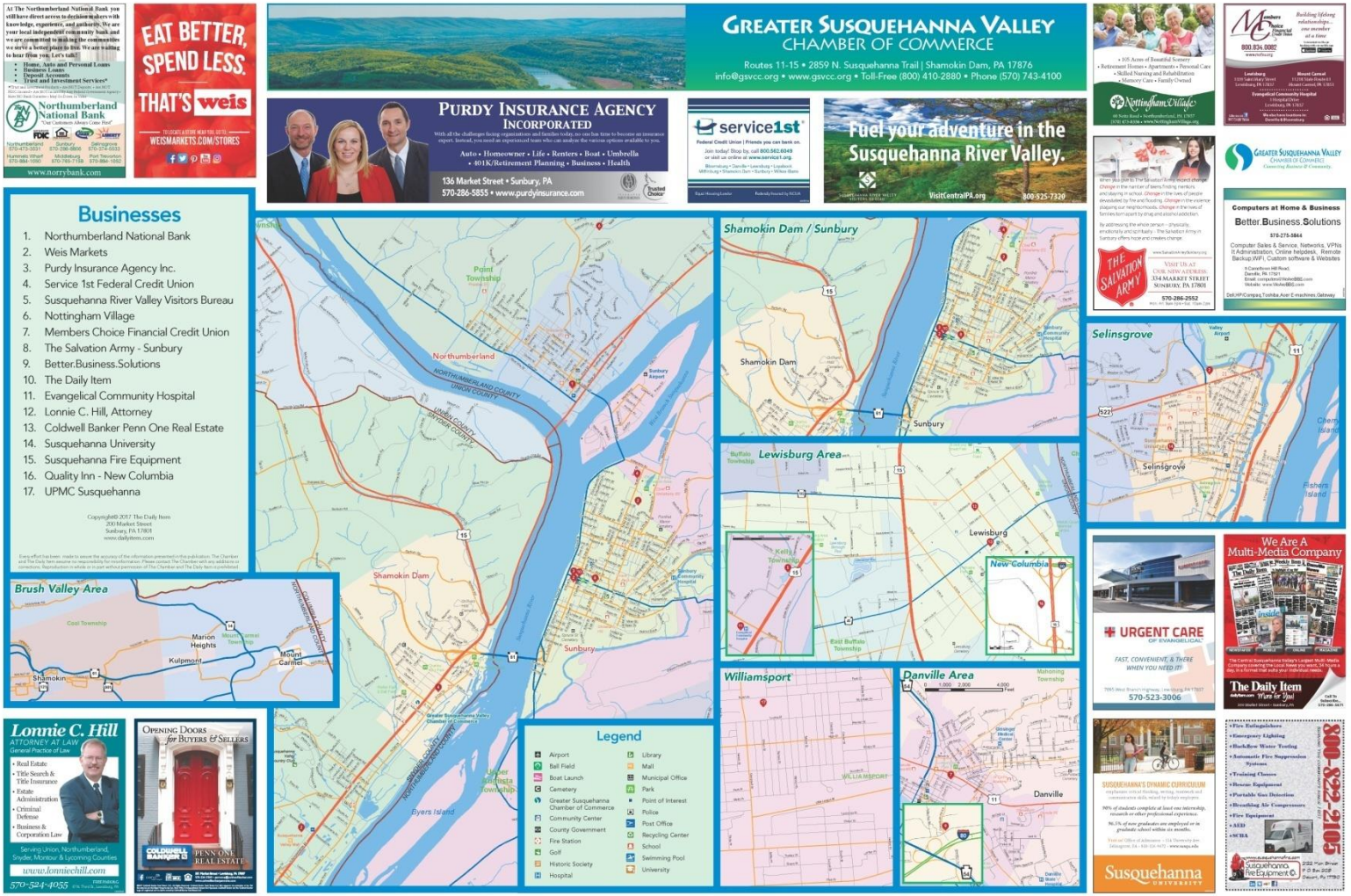
Back of Map with available advertising spaces.



Front of Map filled with advertisers and ready for print.



Back of Map filled with advertisers and ready for print.



2018 P&L

Total Revenue	$20,957
Printing cost	$5,820
Sales Commissions	$1,200
The chamber received	$5,150
October 2018 Profit	**$8,787**

What I would do differently

- Chamber understands that they will be paying for materials and postage for packets.
- Chamber is responsible to provide maps. (We paid to have maps supplied the first year – we are now aware that the chamber can supply them at no charge).
- Chamber follows hard deadlines and is responsible for any additional charges due to missing deadlines.

BID PROPOSAL

The Daily Item
dailyitem.com More for You!

Prepared 10/16/2019

Lori Seebold, Adv Services Manager

Proposal to:

The Greater Susquehanna Valley Chamber of Commerce

Work to be performed:

Advertising Sales, Design work, production, and delivery of the 2020-2021 Greater Susquehanna Valley Map

Work to begin in November 2019 and map printed and delivered by February 2020

Estimated cost of work:

Based on printing expense for:

Size:	38.75 x 25.75 Map
Stock:	70# Gloss Test
Ink:	Color 4/4
Prepress:	Files supplied, PDF proof
Bindery:	Half fold, then quarterfold, then trifold
Freight:	Dock delivery to The Daily Item
Quantity:	1,500 - 2,000
Printing Price:	$2,541 - $2,672

After deducting printing and sales costs, The Daily Item will be able to provide a percentage of the revenue generated through advertising sales to The Greater Susquehanna Valley Chamber of Commerce. Based on previously generated sales, $5,150 will be paid to The Chamber. In addition, the GSVCC will also receive 2 free print ad on the map (value $2,000), and 2 quarter-page ads in The Daily Item to promote the map (or for other use) to our home delivery subscribers (value $800) and 50,000 digital impressions (value $750) in the month of June 2020 to promote the map or other event - the combined print and digital value is $3,550.

Signature

Signature

Date

200 Market Street | Sunbury, PA | www.dailyitem.com

- A proposal between The Daily Item and the Chamber listing all of the publishing details and signatures included.