

October 26, 2009

Greetings from the Priest Lake Chamber of Commerce!

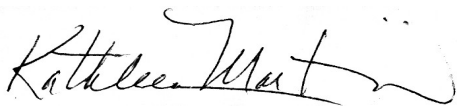
We are excited to share the 2010 membership information. Your Board of Directors, Marketing Committee, and Executive Director have been working diligently to market your business at Priest Lake. Please take a moment to review the marketing projects and exposure opportunities for 2010.

- **www.PriestLake.org**  
New and dynamic chamber website launched August 2008. The world uses the WEB and PriestLake.org shines with a wealth of area information and maps, business and visitor resources, and a mass of beautiful images.
- **Blue Sky Broadcasting Radio Advertising**  
Radio advertising reaching Sandpoint, Bonners Ferry, CDA, Spokane Valley and Cheney. Ads run in the months of November, December, January, and February.
- **Clear Channel Radio Advertising**  
More radio ads on multiple Spokane area stations running January through February.
- **Official Idaho State Travel Guide**  
This is the fulfillment piece the State of Idaho takes to all trade shows and also sends to individuals requesting info on Idaho. The State of Idaho also advertises in *Good Housekeeping*, *Sunset*, *Family Circle* – magazines with a HUGE reach!
- **International Selkirk Loop Travel Guide**  
North America's first and only International Scenic Byway, this route was voted "The West's Best Scenic Drive" by *Sunset Magazine*. Priest Lake is literally, right smack in the middle of it all. In a recent survey, 50% of the Loop travelers visited Priest Lake.
- **SnoWest.com**  
Hosts a link to the Priest Lake Chamber of Commerce website.
- **Washington State Snowmobile Association**  
Publication *SnoFlyer* ad, running annually during the months of October, November, and December.
- **Trade and Promotional Shows**  
Golf Show, Winter Knights, Spokane Boat Show, and the Spokane Travel Show
- **Full-Color 2010-2011 Priest Lake Visitors Guide**  
30,000 to be printed for a May 2010 release. Beautiful, descriptive, informative publication that is distributed throughout the Northwest and requests mailed around the world. Also online!
- **Cuisine Magazine**  
Four pages dedicated to Priest Lake and area restaurants
- **Majestic North Idaho Magazine**  
Back cover dedicated 100% to Priest Lake businesses.

Please complete the enclosed membership application and return to the address listed below along with your yearly investment. Also feel free to contact us anytime.

**We look forward to a strong and successful 2010!**

Sincerely,



Kathleen Martin, President

## Application for 2010-2011 Priest Lake Visitors Guide Advertising

- Advertising in the 2010-2011 Priest Lake Visitors Guide is **reserved for Chamber members**. If you are not a Chamber member, please consider joining. Not only will you be able to advertise in the widely distributed Visitors Guide, you will also receive a free listing on the Chamber's website [www.priestlake.org](http://www.priestlake.org) and a link from that site to your website. **A Membership Application is enclosed.**
- Artwork must be **high-resolution TIF, PDF, or EPS format**. If you need artwork made, please contact one of the following designers:  
Savvy Marketing 208.667.7306 [linda@savvyca.com](mailto:linda@savvyca.com)  
Frankie Dunn 208.443.2891 [frankie@hillsresort.com](mailto:frankie@hillsresort.com)
- Ad sales** coordinated by Peggy Smith 208.443.2376 [pgsmith@syringa.net](mailto:pgsmith@syringa.net)
- Please send ALL files for finished ad to: **Savvy Marketing** [linda@savvyca.com](mailto:linda@savvyca.com)  
Also copy ad files to [info@priestlake.org](mailto:info@priestlake.org) and send prompt payment to Chamber office.
- All ad requests, artwork, and 100% payment must be submitted no later than **December 15, 2009**.
- Please use same ad as last year.  I will be preparing a new ad for 2010.

Business Name \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

<b>Ad Sizes</b>	<b>Rate</b>	<b>Indicate choice</b>
<b>Eighth Page</b>	<b>\$195</b>	_____
<b>Quarter Page</b>	<b>\$395</b>	_____
<b>Half Page</b>	<b>\$695</b>	_____
<b>Full Page</b>	<b>\$1295</b>	_____
<b>Inside Cover Quarter Page</b>	<b>\$495</b>	_____
<b>Inside Cover Half Page</b>	<b>\$795</b>	_____
<b>Full Page Back Cover</b>	<b>\$1750</b>	_____

**See Specifications and Dimensions on REVERSE**



**Full Page**

Trim Size: 8.375" W x 10.875" H  
Live area: 7.125" W x 9.875" H  
*Please allow a minimum 1/8" bleed.*



**Half Page**

Horizontal Size: 7.5" W x 4.875" H



**Half Page**

Vertical Size: 3.625" W x 9.875" H



**Quarter Page**

Horizontal Size: 7.5" W x 2.25" H



**Quarter Page**

Vertical Size: 3.625" W x 4.875" H



**Eighth Page**

Size: 3.625" W x 2.25" H

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**Acceptable File Formats for Ad artwork:**

Final artwork must be sent in either of the following formats

1. Press resolution PDF. At full size, resolution of 300dpi in CMYK Mode.
2. JPG, EPS or TIFF, High resolution (300dpi at actual size) in CMYK Mode.

(Artwork formats such as Word files or Native files not to scale will incur art charges)

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**For more information on acceptable art, please contact:**

**Savvy Marketing, Inc.**  
(208) 667-7306

## Application for Membership 2010

### ***Invitation for Success***

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Website \_\_\_\_\_

**Basic Membership (includes one web listing \$195.00:** \_\_\_\_\_**Each Additional Web Link/Listing \$25.00: #\_\_\_\_\_x \$25=** \_\_\_\_\_**Associate Member (non-business) \$50.00:** \_\_\_\_\_**Total Investment for Membership:** \_\_\_\_\_**I hereby apply for membership in the Priest Lake Chamber of Commerce.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Membership investment dues may be tax deductible as a necessary business expense.  
Confirm with your accountant!**Please Remit to the Chamber Office By December 15, 2009****See Reverse Side for Web/Business Directory Categories and  
to Add Additional Web Listings****First Website Listing - Free with Membership**

(Please limit descriptions to a maximum of 60 words)

1<sup>st</sup> Category \_\_\_\_\_ Use this space for website write-up; also email description to Chamber office please.**The more listings, the greater your exposure!**  
**Check out current listings on [www.priestlake.org](http://www.priestlake.org)**

- ARTS, CRAFTS, GIFTS & ANTIQUES
- ARCHITECTS
- AUTO & RV MECHANICAL SERVICES
- BANKS & FINANCIAL SERVICES
- BUILDING TRADES & SERVICES
- CONFERENCES, SPECIAL EVENTS & WEDDINGS
- COMMUNITY SERVICES
- GROCERY & GENERAL STORES
- HEALTH SERVICES
- HOME MAINTENANCE & REPAIR
- LODGING ESTABLISHMENTS
- LOUNGES & TAVERNS
- MARINAS, MOORAGE, & MARINE CONSTRUCTION
- NEWSPAPERS & PRINTERS
- PROFESSIONAL SERVICES
- REAL ESTATE
- RECREATION/ GUIDE SERVICES
- RESORTS
- RESTAURANTS
- RV PARKS
- SECURITY SERVICES
- TIMBER RELATED BUSINESS
- VACATION RENTALS & CABINS
- OTHER \_\_\_\_\_

2<sup>nd</sup> Category \$25 \_\_\_\_\_ Use this space for website write-up; also email description to Chamber office please.

3<sup>rd</sup> Category \$25 \_\_\_\_\_ Use this space for website write-up; also email description to Chamber office please .

4<sup>th</sup> Category \$25 \_\_\_\_\_ Use this space for website write-up; also email description to Chamber office please.