

ChamberPAK

ChamberPAK is the Chamber's direct mail solution allowing members to provide 1,000 copies of their promotional flyer to be inserted into the Chamber's monthly events flyer. ChamberPAK is a great way for businesses to get the word out about sales and discounts, coupons, event invitations, new products and services, a grand opening, donation solicitation, real estate listing, and announcements.

Date: Monthly

Impressions: 1,000

Chamber Contact: Mary Clayton, P: 761-0702, F: 761-4315, mary@wschamber.org

Advertising Investment: \$300

Prior Year Advertisers: Central Penn Business Journal; Cumberland County Economic Development; F&M Trust; Gals Cleaning Service; Gift & Associates; Harrisburg International Airport (HIA); Holy Spirit Health Systems; J. Michael Brill & Associates Inc.; Kenneth & Co. Salon; Keystone Human Services; Leadership Cumberland; Orrstown Bank; Rupperts Lawn Care & Landscaping Inc.; S. Wilson Pollock - Center for Industrial Training; Shred-it of Central PA; Superior Plus Energy Services formerly Montour; Tiffany's on 8th; United Methodist Home for Children

ChamberPAK Benefits:

- **It's Targeted** - In ChamberPAK, your businesses message will reach hundreds of business decision makers.
- **It's Tangible** - Mail literally gets in the hands of your audience and once there, it can engage their senses. Because it's tangible, ChamberPAK conveys a level of importance not easily attributed to other media.
- **It's Engaging** - ChamberPAK allows your audience to choose the time they are most receptive to reading your message, which means they're far more likely to be engaged in it. Members often read and share it with colleagues in the office, greatly expanding readership.
- **It's Brand Building** - ChamberPAK is not just about getting an immediate response; it can also be used effectively to build brands. The Chamber brand is well known for having friendly, principled, professional, and connected members, and by being a part of ChamberPAK you further extend the positive image of your business.
- **It's Cost-Effective** - ChamberPAK is only \$300 a month - less than the cost of postage.

The flyer template features a dark blue header with the text 'ChamberPAK ChamberPAK ChamberPAK' repeated three times. To the right, under 'Your Source for:', there is a list of services: Sales & Discounts, Coupons, Event Invitations, New Products & Services, Grand Openings, Branding, Donation Solicitations, Real Estate Listings, and Announcements and more. Below this, the main headline reads 'Your Direct Mail Solution: Better Than Ever'. A 'Featuring:' section lists: Wider Distribution, Lower Price, Monthly Mailing Schedule, and Updated Packaging inside the Events Flyer. The West Shore Chamber of Commerce logo is on the left. A small text block states: 'In ChamberPAK, your businesses message will reach more than 1,000 business decision makers and members of the general public for \$300, a savings of \$140 on postage alone. As an added convenience the Chamber can connect you with the printer for discounted printing quotes.' Below that, it says 'Easy as 1, 2, 3!' followed by a numbered list: 1: Fill out the form on the reverse; 2: Return form to the Chamber; 3: Deliver your flyers to Konhaus Marketing & Communications, 3544 Gettysburg Road, Camp Hill. At the bottom, it says 'For more information, contact Mary Clayton at 761-0702 today!' and provides the address and phone/fax numbers: 'Please fax or mail your registration form (on back) to: 4211 Trindle Road, Camp Hill, PA 17011 - 761-4315 (fax)'. A vertical column of small letters 'W O R L D' is on the right edge.