

# Chamber Ad-Visor® Information Sheet

## Features and Benefits

- Simple non-dues revenue model
  - Potential Revenue = \$7500 or more per mailing (depending upon the number of smaller ad sizes sold at a premium price)
  - Cost to produce (List, Layout, Print, Mail Prep, Postage) = \$4500 per mailing plus \$200 annual list selection/renewal fee
- Simple benefits to your Members – solves their problem of how to spend less and reach out to more in a tougher economy.
  - Low comparative price of 7.5¢ for each impression!
  - One of the most effective forms of advertising
  - Exclusive – must be a member to advertise and only 12 spaces available
  - High quality, full-color glossy mailer reflects the quality of your members' businesses
  - Reach of 6,000 households for up to 12 mailings per year gives members frequent exposure
- Simple benefits to YOU
  - You get to offer a new benefit.
  - You collect payments and determine the mailing frequency of your Ad-Visor®
  - **Call scripts, email templates, mail samples, customized contracts and sell sheets are provided\***
  - You have something new to talk about and present personally to your membership
  - All production, including list procurement\*, mailer design with custom Chamber header\*, list management, printing, labeling and mailing is handled by CMS
    - Mailing areas of 6,000 residents are determined by geography (You may have more than one, or choose to mail in just one geographic area)

Revenue	\$7500 <sup>+</sup>
Cost	-\$4500
Non-Dues PROFIT	\$3000*

\*Per mailing -- mail monthly, bi-monthly or quarterly for \$12,000-\$36,000 potential profit per year.

## How it Works

- 1) Add the Chamber Ad-Visor® as a member benefit and non-dues revenue product
- 2) CMS Designs a header, sell sheets and contracts for your Chamber Ad-Visor® using your logo
- 3) Ad space is sold to members at prices you set (suggested prices below)

Member Space Prices (total of 12 – 4 x 5 spaces, 1 – 8.25 x 5.25 back space and 1 – 4 x 4 front space):

4" x 5"	\$450 or \$1500 for 4-issue commitment
4" x 2.4"	\$240
8.25 x 5.25 Back	\$975 or \$3120 for 4-issue commitment
4 x 4 Front	\$1200
Single Line Listing	\$30
Two Lines	\$60

- 4) You collect the money from members for your shared Chamber Ad-Visor® mailer
- 5) Your members upload their ads to our site directly, and/or we help them with their design for a nominal fee of \$25-50 per ad
- 6) You send the cost for production, out of the payments you have collected, to CMS
- 7) **You enjoy calls about membership from home office owners who received the Ad-Visor®**
- 8) **Your bank balance increases, and your existing and NEW members are happy**

Offer other printed products at a discount too! Business Cards \$119/1000 Postcards \$319/5000  
10% commission payable to your Chamber. Need an Area Guide? Enjoy low print prices on anything you do through  
CMS. Visit [www.cmsohio.com](http://www.cmsohio.com) for more and fill send us an email for your FREE growth Tip Sheet.

\*Initial annual fee payment of \$200 is due with signed contract so that sales materials can be prepared for you.

START NOW TO INCREASE MEMBERS AND REVENUE