

## THIRD ANNUAL MEMBER DIRECTORY & REGIONAL GUIDE TO CENTRAL MASS SOUTH

STURBRIDGE, MA — As the leading advocate for local business, the Central Mass South Chamber of Commerce promotes the success of its members and enhances regional prosperity through networking, education, and promotion. With that mission in mind, the Chamber has plans to once again publish a regional guide and membership directory for 2019 designed to promote local, support tourism, and build community for homeowners, business owners, residents and tourists.

*“Enjoy Central Mass South”* will make it easy for locals and visitors to turn to our Chamber Members first when looking for reliable recommendations on where to go, what to do, where to dine, where to stay, where to shop, and who to call when you need business and homeowner services. In addition to a listing of all (and only) Central Mass South Chamber members, *Enjoy Central Mass South* will include a handy map of our member towns, general resource and community information, and an overview of what makes living, working in, and visiting Central MA so special.

The Chamber plans to print 4,500 copies of this glossy magazine and make it available all year long at the Chamber Office and Member shops and businesses throughout the region. It is expected to be in circulation by mid-January 2019.

The Chamber has once again teamed up with Chamber member Weathervane Enterprises, Inc., publishers of *Your Hometown Shopper* and the *Guide to Brimfield*, to design and produce *Enjoy Central Mass South* for the Chamber.

All Chamber members are welcome to support this important community resource by advertising their business or the services they provide. You will be hearing from Weathervane Enterprises shortly to discuss your interest in advertising. Please contact Alexandra McNitt, executive director of The Chamber of Central Mass South at 508-347-2761 or Maxine Carter-Lome, publisher, Weathervane Enterprises Inc. at 508-347-1960 x402, for more information.



The image shows the front cover of the "Enjoy Central Mass South" regional guide. The cover is blue with white text. At the top left is the Chamber of Central Mass South logo with the tagline "WE MEAN BUSINESS". To the right of the logo is the word "Enjoy!" in a large, white, cursive font, followed by "Central Mass South" in a smaller, white, sans-serif font. Below the title are three social media links: "cmschamber.org", "facebook.com/cmschamber", and "#chamberofcms". The cover features four large, semi-transparent sample images: a close-up of pink flowers, a view of a lake and forest, a waterfall, and a wooden box filled with various pumpkins and gourds.

**Our Towns:** Brimfield • Brookfield • Charlton • East Brookfield • Holland  
North Brookfield • Southbridge • Spencer • Sturbridge • Wales • Warren • West Brookfield

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Sturbridge, MA 01566-1058  
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www.cmschamber.org  
www.sturbridgetownships.com

October 1, 2018

Dear Chamber Members,

With the publication of last year's Chamber Member Directory and Regional Guide, "Enjoy Central Mass South," the Chamber was able to promote our 12 local towns and its over 260 Chamber Member Businesses to residents and businesses throughout our region, and visitors from literally all over the world. The Directory makes it easy for them to turn to a Chamber member first when looking for reliable recommendations on where to go, what to see, who to call and where to dine, shop, and stay. Our goal with this annual directory is to Promote Local, Support Tourism, and Build Community.

We are now starting work on the 2019 issue. We will be printing 4,500 copies and once again distributing them through member businesses, local libraries, at tourism fairs, Brimfield, the Chamber Office, and in public places throughout the community. The Directory will include a listing of all members, a map of the region and important information about our member towns, and highlight information about our region as a destination location for weddings, outdoor enthusiasts, and history lovers, and what makes this region a great place to live, work, and start a business.

All (and only) Chamber Members will be equally represented in the Directory with a free business listing under an appropriate Business Category, to include Business Name, Physical or Mailing Address, Phone Number, Website, and a brief business description. **It is important that you review the listing in last year's Directory and contact the Chamber with any changes NO LATER THAN NOVEMBER 1st.** You can find the 2018 Directory around town, in the Chamber Office, and on our website.

Although your member listing is free, you can support this important project by purchasing a colorful ad to show your support and help your business stand out. Display advertising is available in the Directory in the area of your ad/Business Category, and on the center-spread regional map, with an identity marker for your business location.

We have once again teamed up with Chamber Member Weathervane Enterprises, Inc., publishers of *Your Hometown Shopper* and *Guide to Brimfield*, to produce this important community resource. Someone from Weathervane Enterprises will be following up with you shortly to answer any questions you may have and help you through the ad sales process. We appreciate your support once again for this project!

Sincerely,

Alexandra McNitt  
Executive Director



## 2019 Chamber of Central Mass Membership Directory & Regional Guide

### Advertising Form

Advertiser \_\_\_\_\_ Contact \_\_\_\_\_

Business Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Ad Commitment (check one):

Size	Dimensions	Cost
[ ] Cover Position	8.5" w x 11" h (full bleed)	\$1,000
[ ] Full page	7.5" w x 10" h	\$ 750
[ ] Half page	7.5" w x 4.875" h	\$ 500
[ ] Quarter page	3.625" w x 4.875" h	\$ 375
[ ] Eighth Page	3.625" w x 2.375" h	\$ 250
[ ] Map Ad	2.625" w x 1.5" h	\$ 250
[ ] Eighth Page + Map		\$ 400
[ ] 1" Strip (limited to logo, name, web site)	3.625" w x 1" h	\$ 125

No additional charge for color or full bleed

### PAYMENT

[ ] Invoice Me

[ ] Credit Card #: \_\_\_\_\_ [ ] Visa [ ] MC

Exp. Date \_\_\_\_\_ Code \_\_\_\_\_ Authorized Signature \_\_\_\_\_

### TERMS AND SPECIFICATIONS

Camera-ready artwork due by **Wednesday, November 21, 2018**  
Email artwork to: **maxineconsults@aol.com**

#### Acceptable file formats:

We can only accept camera-ready digital ad materials: press-optimized PDF files, saved at 300 dpi with all colors converted to CMYK and all fonts embedded. We also accept high-quality jpg files. Black and white line art must be at least 800 dpi. All artwork must be at 100% size. Photos and logos downloaded from websites are not acceptable, as the resolution is not high enough for print.

Upon request, Weathervane Enterprises can create a custom ad for any advertiser for an additional fee of \$50. For more information, contact Maxine Carter-Lome at 508-347-1960 or email [maxineconsults@aol.com](mailto:maxineconsults@aol.com)

**A signed contract is required by November 16, 2018 to confirm ad space  
Payment is required by December 7, 2018 for ad to be included**

**Return contract to Maxine Carter-Lome via**

**Email: [Maxineconsults@aol.com](mailto:Maxineconsults@aol.com), Fax: 508-347-0911, or call 508-347-1960 x402**