



August 17, 2016

Dear Chamber Member:

The Walnut Creek Chamber of Commerce is pleased to once again be working with the cartographic and marketing firm of Target Marketing Inc. to publish a new, up-to-date, full-color *Greater Walnut Creek Area Street Map and Resource Guide*. This publication will be the only official map endorsed and distributed by the Walnut Creek Chamber of Commerce and remains one of the most highly requested publications the Chamber produces.

Accurate, user-friendly maps are a popular item for our newcomers, potential commercial relocation candidates and even our lifelong residents.

According to statistics published by Speedeondata.com:

- New Movers spend more in the first six months than a settled household does in five years.
- New Movers are 5 times more likely to become a long-term customer if you reach them first.
- New Mover spending is approaching \$170 billion.
- Over 17% of U.S. households move annually.

The Business and Professional Showcase Directory of Members section offers the opportunity to advertise your business. This section will classify participating businesses by category, including a brief description of their products and/or services. Advertising space on the back cover and a limited number of interior panels display ads are also available. Participating advertisers will receive a complimentary supply of the folded maps with a counter-top display dispenser.

Don't miss out on the unique member opportunity to reach potential buyers, new residents and new partners. Space is limited, and sponsorships are reasonable, especially considering more than **10,000** maps will be printed and available for the next 12-18 months.

Act now by filling out the information below and faxing it to (866) 603-4133. Remember, the limited space is allocated on a first-response basis. Target Marketing may be reached at (800) 933-3909.

Sincerely

Jay Hoyer
President/CEO

**Don't Delay! Fill out this form and fax it to:
Target Marketing, Attention Walnut Creek Chamber Map Project (866) 603-4133**

_____ Please call on us first about possible prime position options.

_____ We would like to hear more. Please call to provide more information.

Print Firm Name: _____ Phone: _____

Contact Person: _____