

Lakes Area

2021 COMMUNITY RESOURCE & BUYER'S GUIDE



PRINT

DIGITAL

Exclusive
to chamber
members

TWO EDITIONS
ONE PRICE

MORE THAN
12,000
DIGITAL VIEWS
PER YEAR

We know the pandemic has impacted you in major ways. In times like this, the first dollars a company usually cuts is from the advertising budget. This is a big mistake. Advertising in hard times is actually a smart business decision to preserve and grow your business, both now and in the future. This is an important year to advertise. Our *Guide* is an excellent way to promote and publicize your business.

Used by your customers

- Well written, beautifully illustrated, full-color, magazine style
- Designed for easy use and readability
- One low cost gives you a full year of building brand retention and sales

Used by the Chamber of Commerce to

- Stimulate interest in the area and fulfill information requests
- Provide visitors and residents with a useful buyer's guide to local businesses

- Promote the Lakes area business community both inside and outside of the area
- As an economic development tool and as an aid in workforce development
- As a business-to-business sales tool

Stimulates community interest and provides business information

- 4,000 high quality print copies as well as an interactive digital edition
- Useful buyer's guide to local business and industry

- Chamber member listings by business category and alphabetically

Extensive and highly targeted distribution

- Full Chamber membership
- Business prospects
- Information requests
- Governmental agencies
- Educational and financial institutions
- Chamber events
- Newcomer packets
- Visitors
- Digital edition available on the Chamber website

Year long
distribution adds
value and exposure!

4,000 print copies,
in addition to thousands of
digital views per year



Geographic distribution of digital views.
Each pin represents a state or province.

Call **231-582-2814 Ext. 141** or Reserve your ad online
www.harborhouse.com/lakesarea

See rates on the reverse side

