

# Lakes Area

## 2021 COMMUNITY RESOURCE & BUYER'S GUIDE



**PRINT**

**DIGITAL**

**TWO EDITIONS  
ONE PRICE**

MORE THAN

**12,000**

DIGITAL VIEWS  
PER YEAR

**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.

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

Call **231-582-2814** Ext. 141 or Reserve your ad online  
[www.harborhouse.com/lakesarea](http://www.harborhouse.com/lakesarea)

See rates on the reverse side

