



## IN CREATING, ATTRACTING, RETAINING AND EXPANDING economic opportunities and business growth, The Chamber provides a menu of benefits and resources for members.

### ADVERTISING – CHAMBER NEWSLETTERS

The Chamber produces two newsletters: the monthly two-page *In Brief* published inside the *Tribune Business Weekly*. For advertising info, contact Kim Keigley with the *South Bend Tribune* at 574.235.6286.

☛ **THE CHAMBER@WORK** is a slick 24-page quarterly, four-color magazine-style newsletter published by The Chamber and circulated to 3,500 members, public officials and leaders in the business community. Content ranges from info on Chamber initiatives and programs to economic news and member highlights. Advertising rates are as follows:

#### ☛ ADVERTISING RATES / FREQUENCY

PREMIUM POSITIONS <small>(All ads for premium positions must be 4C)</small>	4X	2X	1X
BACK COVER	\$1,000	\$1,100	\$1,200
INSIDE FRONT COVER	\$950	\$1,050	\$1,150
INSIDE BACK COVER	\$950	\$1,050	\$1,150
FULL PAGE	\$900	\$1,000	\$1,100

#### FRACTIONAL ADS (B/W OR 4C)

1/2 PAGE HORIZ. / VERT.	\$500	\$550	\$600
1/4 PAGE	\$300	\$350	\$400
1/6 PAGE HORIZ. /VERT.	\$200	\$250	\$300

#### ☛ AT WORK PUBLISHING SCHEDULE

For more info, contact Sheri Miller at 574.234.0051, ext. 312, smiller@sjchamber.org

QUARTERLY/DEADLINES	Publication Date	Materials Deadline	Space Deadline
FALL 08	Oct 7	Sep 2	Aug 26
WINTER 09	Jan 6	Dec 2	Nov 25
SPRING 09	Apr 7	Mar 7	Feb 24
SUMMER 09	Jul 7	Jun 2	May 26

### ADVERTISING – CHAMBER WEB SITE

Get additional visibility for your company 24/7. Let The Chamber Web site work for you around the clock. Viewed by more than 20,000 visitors each month, the site offers a wide scope of information and resources, for Chamber members, the community, visitors and those looking to relocate. We offer an array of pricing points and levels of exposure from visibility on the homepage, where your ad will be viewed at all times, to economical Highlighted Business Descriptions that enhance your category listing and separate you from your competitors.

WEB SITE POSITIONING	COST	POSITION
LEVEL ONE	\$4,800	homepage position
LEVEL TWO	\$2,750	1 click after homepage
LEVEL THREE	\$1,350	business category page
HIGHLIGHTED BUSINESS DESCRIPTION	\$225	40 word description

For more info, contact Sheri Miller at 574.234.0051, ext. 312, smiller@sjchamber.org

### ADVOCACY

As one of only three chambers in the state of Indiana to employ a full-time lobbyist, you are assured that St. Joseph County is heard loudly, clearly and consistently on important public policy issues impacting our region and your business.

The Chamber does not endorse candidates, but each year creates a legislative agenda and priorities that are monitored during Indiana’s General Session. This legislative agenda represents The Chamber’s position on key issues affecting the business community. Policymaking volunteers help to shape issues. For more, see Volunteering.

### BUSINESS DIRECTORY LISTING

Chamber membership means your company’s name is listed in The Chamber’s Online Business Directory, viewed by more than 20,000 visitors each month. That’s nearly a quarter of a million visitors each year! Your online listing is also linked to your company’s Web site. Map links are also provided. Additional category listings can be purchased for \$100 (per category—limit 3). This is a one time fee.

\*Restaurants and hotels are also listed on the South Bend/Mishawaka Convention and Visitors Bureau Web site at [www.exploresouthbend.org](http://www.exploresouthbend.org).

### BUSINESS GROWTH

Need help in taking your business to the next stage of success? Contact Director of Business Growth Phil Damico at 574.234.0051, ext. 333, pdamico@sjchamber.org. Through his contacts and knowledge, he can connect you to the right people and resources.

### CERTIFICATES OF ORIGIN

The Chamber is your source to obtain certificates of origin for your exporting needs. For more, contact Patty Palman at 574.234.0051, ext. 301, ppalman@sjchamber.org.

### COMMUNICATION

As a membership organization, The Chamber communicates to members on a consistent and continual basis. Our current methods of communication are e-mail, Chamber newsletters and standard mail. That’s why it is so important for us to maintain current records for all of those individuals at member businesses desiring communication from The Chamber. Any time you need to update contact information, please contact Patty Palman at 574.234.0051, ext. 301, ppalman@sjchamber.org.

*All member e-mail addresses are proprietary and are not published by The Chamber.* They are for communication purposes to member contacts only.

### DISCOUNTS

#### ☛ MEMBERS FIRST

Get additional “bang for your buck” with the Members First business savings program, exclusive to Chamber members. By offering discounts to other Chamber members, you not only show a commitment to membership by doing business with fellow members, but also it impacts your bottom line and gives you added visibility through your online posting on the Members First page of The Chamber Web site ([www.sjchamber.org/membersfirst](http://www.sjchamber.org/membersfirst)). You can also save money by purchasing from those Chamber member businesses offering discounts. It’s a “win-win” program for everyone! For more, contact Julie Stabrowski at 574.234.0051, ext. 315, jstabrowski@sjchamber.org.

#### ☛ OFFICE DEPOT

Using the buying power of chambers across the country, you can receive additional savings on all of your office supply purchases from Office Depot just by being a member of The Chamber. All items are reduced a minimum of 6%, plus deep discounts are provided on some 300 core products. First orders are discounted an additional 20%. For more, contact Julie Stabrowski at 574.234.0051, ext. 315, jstabrowski@sjchamber.org.

#### ☛ SOUTH BEND TRIBUNE DISPLAY AD

Getting your company in front of more than 75,000 readers steers this great member benefit. In partnership with the *South Bend Tribune*, the region’s most widely read daily newspaper, new members receive 3 display ads (2 col. x 4 inches) for only \$100. That’s a savings of more than \$1,025!

#### ☛ TRIBUNE BUSINESS WEEKLY COMPLIMENTARY SUBSCRIPTION

Just for being a member of The Chamber, all main and secondary contacts at your organization receive a complimentary subscription to *Tribune Business Weekly*, the weekly business tabloid of the *South Bend Tribune* circulated to 10,000 in the business community. What great added value to your membership! You save over \$50 on the standard subscription. Complimentary subscriptions start one to two months after membership begins.

### EVENTS

Employees of any Chamber member business are eligible for member pricing at any Chamber event.

From educational seminars and networking events to legislative updates and trade shows, The Chamber offers members a variety of special programs – one just might fit your needs.

☛ **BUSINESS AFTER HOURS** – evening networking reception, ideal for making contacts and referrals. Only Chamber members can host an After Hours event. For hosting guidelines, contact Erin Heldstab at 574.234.0051, ext. 274, eheldstab@sjchamber.org.

☛ **BUSINESS BEFORE HOURS** – morning networking event, great for building those all-important business relationships. Only Chamber members can host a Before Hours. For hosting guidelines, contact Erin Heldstab at 574.234.0051, ext. 274, eheldstab@sjchamber.org.

☛ **BUSINESS EXPO AFTER HOURS** – the region’s largest business-to-business trade show combined with the flavor of a cocktail reception. Expo is THE networking event of the year, featuring more than 130 exhibiting companies (exclusive to Chamber members), live music, food and drinks. Expo draws more than 1,200 people each year.

☛ **ELECTED OFFICIALS RECEPTION** – annual reception that gives members the opportunity to meet and talk with their public officials.

☛ **MFB CHAMBER GOLF CLASSIC** – Chamber’s annual golf outing that infuses a little bit of golfing fun with business networking – one of the most popular golf tournaments in the region for its networking and professionalism.

☛ **NOTRE DAME KICK-OFF LUNCHEON** – annual luncheon to kick off the Notre Dame football season, underscoring the economic impact of the program to the community. (Friday before first home game).

☛ **POWER NETWORKING** – this is THE event for business prospecting, featuring a rotation system that puts you in front of a number of different audiences. You make several contacts and referrals in a short amount of time.

☛ **SALUTE TO BUSINESS** – annual luncheon celebrating the business community featuring a keynote speaker, company and individual awards.

☛ **SEMINARS/WORKSHOPS** – for professional development, The Chamber offers an array of seminars and workshops, from topics such as sales and marketing to employment law and time management.

### LEADERSHIP SOUTH BEND/MISHAWAKA

Leadership South Bend/Mishawaka, a program of The Chamber, is a community-wide effort to ensure a base of informed and effective leaders who will meet and address the present and future challenges in our region. Adult and youth programs are available. For more, visit [www.sjchamber.org/leadership](http://www.sjchamber.org/leadership).

### MICHIANA WORLD TRADE COUNCIL (MWTC)

MWTC, an initiative of The Chamber, provides resources and programs to support businesses that conduct or desire to become involved in international trade. For more, visit [www.sjchamber.org/Affiliates/mwtc.htm](http://www.sjchamber.org/Affiliates/mwtc.htm).

### NETWORKING

Establishing business relationships is key to business success. That’s why The Chamber offers a networking opportunity just about every month. From Business Before Hours to Business After Hours, these networking events are complimentary to Chamber members.

### NEWSLETTERS

The Chamber produces two newsletters: the monthly two-page *In Brief* published inside the *Tribune Business Weekly* and *The Chamber@Work*, the slick 20-page quarterly, four-color magazine-style newsletter.

☛ **IN BRIEF** appears in *TBW* on the first Monday of each month.

☛ **AT WORK** is circulated to 3,500 member contacts, public officials and leaders in the business community. Editorial is comprised of feature stories focusing on important business issues or initiatives, updates on Chamber activities, including public policy, as well as economic info and member highlights. For advertising info, see Advertising – Newsletters.

### PARTNER UP!

This collaborative program between The Chamber and the South Bend Community School Corporation, encourages employees of area businesses to get involved with the future of our community’s children by volunteering as a reader or mentor. For more, call 574.283.8088, [partnerup@sbcsc.k12.in.us](mailto:partnerup@sbcsc.k12.in.us).

### PROFESSIONAL DEVELOPMENT

Through a number of seminars and workshops, The Chamber offers a variety of educational opportunities. Expert Chamber members present many of these programs. If you have a suggested topic or would like to be considered for a future presentation, contact Shari Carroll at 574.234.0051, ext. 311, scarroll@sjchamber.org.

### PROJECT FUTURE

An economic development arm of The Chamber, Project Future focuses on attracting outside businesses to St. Joseph County. In addition, it helps to fund the services of the Small Business Development Center. For more, visit [www.projectfuture.org](http://www.projectfuture.org).

### REFERRALS

The Chamber refers exclusively to member businesses. In 2006 each member business garnered more than 385 referrals from its listing in the Online Business Directory. The Chamber also tracks referrals from phone calls and office visits.

### RESOURCES

#### ☛ MEMBERSHIP LISTS

All Chamber members receive a complimentary membership list upon request. Membership lists are also available on CD, mailing labels or electronically at a discounted fee for members.

## RELOCATION GUIDE

If your business is trying to recruit top talent, a great selling tool for the community is The Chamber's Relocation Guide. This resource has been beautifully prepared to showcase what a wonderful place Greater South Bend/Mishawaka is. The guide, *In And Around The Bend*, features spectacular photos and covers housing, lifestyle, recreation, commerce and more. A complimentary copy is available to all members upon request. Additional quantities may be ordered through The Chamber. Members receive discounted rates.

## ECONOMIC INFO

This area's Economic Profile and listing of the Top 100 employers are available online at The Chamber Web site or in hard copy by contacting The Chamber.

## MAP

The Chamber publishes a detailed street map of St. Joseph County. The map also provides additional visibility for those companies wanting to advertise in the map. For more, contact Shari Carroll at 574.234.0051, ext. 311, scarroll@sjchamber.org.

## OTHER RESOURCES

For a complete listing of all economic, marketing and quality of life resources available from The Chamber, please visit The Chamber Web site at [www.sjchamber.org](http://www.sjchamber.org) and click on the Marketing/Economic Resources link.

To place an order for the resources indicated, contact Patty Palman at 574.234.0051, ext. 301, ppalman@sjchamber.org.

## RIBBON CUTTINGS/GRAND OPENINGS

The Chamber offers members helpful tips and guidelines to make your ribbon cutting, ground breaking or open house celebration a grand success. Upon request, Chamber representatives will make an appearance at your special event. For more, e-mail [ribboncuttings@sjchamber.org](mailto:ribboncuttings@sjchamber.org). The guidelines can also be found on The Chamber's Web site, [www.sjchamber.org](http://www.sjchamber.org).

## SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

The SBDC provides assistance and free counseling to individuals and small businesses – from getting started, developing business and marketing plans and more. For more, visit [www.southbendbcg.com](http://www.southbendbcg.com). Business counseling is also available through SCORE at [www.southbend-score.org](http://www.southbend-score.org).

## SOUTH BEND/MISHAWAKA CONVENTION AND VISITORS BUREAU (CVB) / SPORTS COMMISSION

An initiative of The Chamber, the CVB serves as the destination marketing organization for the community, attracting conventions and tour groups to the area as well as providing resources for visitors. For more, visit [www.exploresouthbend.org](http://www.exploresouthbend.org).

The South Bend Regional Sports Commission, an initiative of the CVB, promotes the region as a world-class sporting event destination, attracting international, national, regional, state and local sporting events to St. Joseph County and the surrounding communities. The efforts of the CVB and Sports Commission greatly impact the regional economy through visitor spending and employment opportunities. For more on the Sports Commission, visit [www.southbendsports.org](http://www.southbendsports.org).

## SPONSORSHIPS

Companies join The Chamber to partner with The Chamber for the added visibility and integrity they receive being associated with The Chamber. One way to achieve this partnership is through sponsorship. The Chamber offers a number of sponsorship opportunities from signature events like Salute to Business, the Hackers' Golf Tournament to the Business Expo After Hours. Many of our key workshops and legislative programs have sponsoring partners.

If you would like to co-brand with The Chamber through sponsorship, let us know what you are looking to achieve. We can build a sponsorship package around your needs. For more, contact Sheri Miller at 574.234.0051, ext. 312, [smiller@sjchamber.org](mailto:smiller@sjchamber.org).

## TRUSTEES

Trustees represent a higher level of membership and include those companies with the desire to be among the leaders in the business community. Platinum, gold and silver levels are available.

## VISIBILITY & RECOGNITION

New Chamber members receive a membership plaque that can be displayed at their business. New members also receive immediate exposure, through company listing and contact info, published in *The Chamber@Work* quarterly newsletter, circulated to 3,500 member contacts and public officials.

- Need The Chamber logo to show off your leadership commitment to the business community? Contact Shari Carroll at 574.234.0051, ext. 311, [scarroll@sjchamber.org](mailto:scarroll@sjchamber.org).
- Member News sections are provided on The Chamber's Web site and in the *At Work* newsletter to give additional publicity for your company. E-mail your news release to Erin Heldstab at [eheldstab@sjchamber.org](mailto:eheldstab@sjchamber.org).
- Businesses celebrating milestone membership anniversaries with The Chamber also receive recognition in both Chamber newsletters and the Web site.

## VOLUNTEERING

Gain more exposure for your company while helping The Chamber at the same time. We offer the Ambassador Team, a group of volunteer liaisons for The Chamber. They help to further the mission of The Chamber by making routine contact with other members and volunteering at special events. Ambassadors are a vital link between member businesses and The Chamber. For more, contact Julie Stabrowski at 574.234.0051, ext. 315.

If your interest lies in shaping public policy, The Chamber's policymaking volunteers comprise the Legislative Affairs Council and the following committees: Business Climate, Infrastructure, and Taxation & Public Finance. For more, contact The Chamber at [info@sjchamber.org](mailto:info@sjchamber.org).

## WEB SITE [www.sjchamber.org](http://www.sjchamber.org)

If you haven't been to The Chamber's Web site at [www.sjchamber.org](http://www.sjchamber.org), it's time you did. The site contains a wealth of info and resources regarding membership, public policy, as well as economic and marketing tools. Community info can also be found on the site, from visitor and relocation info to community links, health care and employment.

## YOUNG PROFESSIONALS NETWORK (YPN)

Empowering young professionals (YPs) to make a difference today is what YPN is all about. An initiative of The Chamber, YPN offers programs, resources and opportunities for YPs to develop professionally, get connected and become engaged in the community. For more, visit [www.sjchamber.org/ypn](http://www.sjchamber.org/ypn).

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A to Z

reference

guide

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membership

The Chamber  
Chamber of Commerce of St. Joseph County

574.234.0051

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[www.sjchamber.org](http://www.sjchamber.org)

