



THE CHAMBER GUIDE TO **membership**



AN A TO Z REFERENCE GUIDE TO MEMBERSHIP

In Creating, Attracting, Retaining and Expanding economic opportunities and business growth, The Chamber provides a menu of benefits and resources for members.

For more info, contact Sheri Miller Story at **574.234.0051, ext. 312,**
smiller@sjchamber.org. Or visit us online at **sjchamber.org**

Advertising – Chamber Newsletters

- **ChamberWire**

Online newsletter communicated twice a month to 4,000 member contacts (second and fourth Tuesday of the month). Advertising and sponsorship space available.

ADVERTISING RATES / FREQUENCY

Frequency discounts available. Acceptable file formats are: gif or jpeg.

AD SIZES	PIXEL DIMENSIONS	1X COST	ANNUAL COST
BANNER ADS	468w x 60h	\$200	\$2,000
TOWER AD	129w x 428h	\$125	\$1,250
BLOCK AD	129w x 214h	\$75	\$750

SPONSORSHIP RATES / FREQUENCY

Sponsor receives company logo at top of newsletter in masthead with link to specified sponsor Web landing page.

ISSUES	COST	IMPRESSIONS
24 ISSUES	\$2,400	96,000 member impressions
12 ISSUES	\$1,800	48,000 member impressions
6 ISSUES	\$1,200	24,000 member impressions
4 ISSUES	\$1,000	16,000 member impressions
SINGLE ISSUE	\$300	4,000 member impressions

- **In Brief**

Monthly two-page newsletter published inside the *Tribune Business Weekly*. For advertising info, contact Kim Keigley with the *South Bend Tribune* at 574.235.6286.

- **The Chamber@Work**

Slick 24-page quarterly, four-color magazine-style newsletter circulated to 3,300 member contacts, public officials and leaders in the business community.

ADVERTISING RATES / FREQUENCY

PREMIUM POSITIONS	4X	2X	1X
CENTER SPREAD	\$2,000	\$2,200	\$2,400
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

1/2 PAGE HORIZONTAL	\$500	\$550	\$600
1/4 PAGE	\$300	\$350	\$400
1/6 PAGE VERTICAL	\$200	\$250	\$300

Advertising – Chamber Web Site

Get additional visibility for your business 24/7. Viewed by 25,000 visitors each month. The Chamber offers an array of pricing points and levels of exposure.

WEB SITE POSITIONING	ANNUAL COST	POSITION
LEVEL ONE	\$2,400	homepage position (up to 5)
LEVEL TWO	\$1,375	1 click after homepage
LEVEL THREE	\$675	business category page
HIGHLIGHTED BUSINESS DESCRIPTION	\$225	40-word description

Advocacy

A leading chamber in the state of Indiana, St. Joseph County is heard loudly, clearly and consistently on important public policy issues impacting our region and your business. With the creation of a Political Action Committee (PAC), The Chamber is now able to fund issues-oriented and candidates' campaigns. In 2010, the focus of the PAC is funding the campaigns of candidates running for area school boards.

The Legislative Affairs Council, with recommendations from the national, state and local legislative committees, identifies The Chamber's legislative priorities each year. Member volunteers serve on the legislative committees. For more, see Volunteering.

Business Directory Listing

Chamber membership means your business's name is listed in The Chamber's Online Business Directory. Your online listing is also linked to your Web site along with a map link. Your business can choose two category listings at no charge, while additional category listings can be purchased for \$100 each (This is a one-time fee).

Because the South Bend/Mishawaka Convention and Visitors Bureau (CVB) is an initiative of The Chamber, restaurants, hotels, attractions and other businesses affiliated with the hospitality industry are also listed on the CVB Web site at exploresouthbend.org.

Business Growth/Expansion Needs

Need help in taking your business to the next stage of success? Contact Director of Business Growth Phil Damico at 574.234.0051, x333, 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 574.234.0051, x301, info@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. It's 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 for your business, contact Jennifer Sautter at 574.234.0051, x233, jsautter@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 F1rst**

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 show a commitment to membership by doing business with fellow members, you impact your bottom line and you receive added visibility through your online posting on the Members First page of The Chamber Web site (sjchamber.org/membersfirst). You can also save money by purchasing from those Chamber member businesses offering discounts. For more, contact Julie Stabrowski at 574.234.0051, x315, 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 10%, plus deep discounts are provided on more than 300 core products. Additional order size discounts are available. For more, contact Julie Stabrowski at 574.234.0051, x315, jstabrowski@sjchamber.org.

■ **Prescription Savings Program**

As a member of The Chamber, you and your family have access to a FREE drug card. Receive savings of up to 75% (savings average 30%) at more than 50,000 national and regional pharmacies. All prescriptions processed through the program are completely confidential. This program includes discounts on prescriptions, eyeglasses, nutritional supplements, diabetic supplies and more. For more details about the program, visit the Member Benefits page on our Web site, sjchamber.org, or contact Julie Stabrowski at 574.234.0051, x315, jstabrowski@sjchamber.org.

■ **South Bend Tribune Display Ad**

Get your business in front of more than 75,000 readers. In partnership with the South Bend Tribune, the region's most widely read daily newspaper, new members receive 3 display ads (2 columns x 4 inches) for only \$100. That's a savings of more than \$900!

■ **Tribune Business Weekly Complimentary Subscription**

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. You save more than \$50 on the standard subscription. Complimentary subscriptions begin two to three months after membership begins.

Events

Employees of any Chamber member business are eligible for member pricing at Chamber events. For a complete list of Chamber and member events, visit the Events Calendar on The Chamber Web site, sjchamber.org/events. Here's a sampling of events:

- **Business After Hours**

Evening networking reception, ideal for making contacts and referrals. For hosting info, contact Kelly Kimmich at 574.234.0051, x309, kkimmich@sjchamber.org.

- **Business Before Hours**

Morning networking event, great for building those all-important business relationships. For hosting info, contact Kelly Kimmich at 574.234.0051, x309, kkimmich@sjchamber.org.

- **Business Expo After Hours**

The region's largest business-to-business trade show. Expo is THE networking event of the year, featuring more than 140 exhibiting companies (exclusive to Chamber members), live music, food and drinks. Expo draws more than 1,000 people each year. The Business Expo in 2010 takes place September 23.

- **Capitol Connection Breakfast**

This breakfast provides a preview of the Legislative Session.

- **CONNECT With The President**

Quarterly meetings with The Chamber President and CEO for updates on Chamber programming, advocacy, initiatives and more.

- **Elected Officials Reception**

Annual reception that gives members the opportunity to meet and talk with their local, county, state and federal public officials.

- **Member Briefing**

In these briefings, members will receive economic development updates and gain an understanding of other Chamber activities.

- **Michiana Forty Under 40**

This program is presented by The Chamber's Young Professionals Network, and recognizes 40 of our region's top young professionals under the age of 40.

- **MutualBank Chamber Golf Classic**

Chamber's annual golf outing that infuses a little bit of golfing fun with business networking – one of the largest and most popular golf tournaments in the region.

- **Quarterly Market Share**

A series of lunch programs that connects you to other Chamber members while also learning best practices on marketing, sales and networking topics.

- **Salute to Business**

Annual luncheon celebrating the business community featuring a keynote speaker, business and individual awards (Economic Impact, Small Business of the Year, W. Scott Miller Distinguished Business Leader, ATHENA Award).

- **Seminars/Workshops**

For professional and business development, The Chamber offers an array of seminars, Solutions for Business Success, and workshops on topics such as sales, marketing, HR and operations.

Leadership South Bend/Mishawaka

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. Executive, Adult and Youth programs are available. For more, visit 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 sjchamber.org/Affiliates/mwvtc.htm.

Networking

Establishing business relationships is key to success and with our 1,100 member businesses representing more than 85,000 employees, networking opportunities are limitless. That's why The Chamber offers a variety of networking opportunities, from events like Business Before and After Hours to our presence on social networking sites. Follow fellow Chamber members on LinkedIn, Facebook and Twitter. Link directly to these sites from our Web homepage, sjchamber.org.

Newsletters

See Advertising – Newsletters (*ChamberWire, In Brief, The Chamber@Work*).

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.

Professional Development

Through a number of seminars and workshops, The Chamber offers a variety of educational opportunities. Chamber members with expertise in their fields 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, x311, 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 projectfuture.org.

Referrals

The Chamber refers exclusively to member businesses. In 2009, each member business garnered more than 700 referrals from its listing in the Online Business Directory. The Chamber also tracks referrals from phone calls and office visits and provides each member with a referral summary after each year of membership.

Resources

■ **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. 574.234.0051, x301, info@sjchamber.org.

■ **Map**

The Chamber publishes a detailed street map of St. Joseph County. The map also provides additional visibility for those businesses wanting to advertise in the map. For more, contact Shari Carroll at 574.234.0051, x311, scarroll@sjchamber.org.

■ **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. Contact Jennifer Sautter at 574.234.0051, x233, jsautter@sjchamber.org.

■ **Relocation Guide – *Life is Good In & Around the Bend***

A great selling tool to use when recruiting top talent, this guide provides an overview of the Greater South Bend/Mishawaka area. Housing, education and commerce are featured. The guide can also be viewed online on The Chamber Web site under Relocation Info. For a complimentary guide, call 574.234.0051, x301, info@sjchamber.org.

■ **Other Resources**

For a complete listing of all economic, marketing and quality of life resources available from The Chamber, visit The Chamber Web site at sjchamber.org and click on the Marketing/Economic Resources link. To place an order for the resources indicated, contact 574.234.0051, x301, info@sjchamber.org.

Ribbon Cuttings/Grand Openings

The Chamber offers members helpful tips and guidelines to make ribbon cutting, ground breaking or open house celebrations grand successes. Upon request, Chamber representatives will make an appearance at your special event. For more, e-mail ribboncuttings@sjchamber.org. The guidelines can also be found on The Chamber's Web site, 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 southbendbcg.com. Business counseling is also available through SCORE at 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 exploresouthbend.org.

Chamber members with a “visitor focus” will also receive a complimentary, standard listing in the official South Bend/Mishawaka Visitors Guide, produced by the CVB (120,000 copies produced), as well as a listing on the CVB Web site.

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, contact Betsy Kwiatkowski, 574.234.0051, x303, betsyk@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 MutualBank Chamber Golf Classic 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 Story at 574.234.0051, x312, smiller@sjchamber.org. A menu of sponsorship opportunities is available online on The Chamber Web site under Marketing/Economic Resources.

Trustees

Trustees represent a higher level of membership and include those companies with the desire to be among the top leaders in the business community. Platinum, gold and silver levels are available. Contact Sheri Miller Story at 574.234.0051, x312, smiller@sjchamber.org.

Visibility & Recognition

New Chamber members receive a membership plaque and static window decal 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 3,300 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, x311, scarroll@sjchamber.org.
- Member News sections are provided on The Chamber’s Web site and in *The Chamber@Work* newsletter to give additional publicity for your company. E-mail your news release to Erin Heldstab at eheldstab@sjchamber.org.
- Member Spotlight in *The Chamber@Work* and *ChamberWire* e-newsletter.
- Businesses celebrating milestone membership anniversaries with The Chamber also receive recognition in both Chamber newsletters and the Web site.
- Member businesses can promote their events to fellow members through the online member events calendar on the Chamber Web site. Click on Calendar of Events on The Chamber Web site to locate the Post Your Member Event link.

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. For more, contact Julie Stabrowski, 574.234.0051, x315.

If your interest lies in shaping public policy, The Chamber's policymaking volunteers comprise the Legislative Affairs Council and the following committees: National Affairs, State Affairs and Local Government Affairs. For more, contact Interim President and CEO Paul Laskowski, 574.234.0051, x313, e-mail plaskowski@sjchamber.org.

Web Site sjchamber.org

If you haven't been to The Chamber's Web site at sjchamber.org, it's time you checked it out. 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) ypnconnect.com

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, ages 21 to 39, to develop professionally, get connected and become engaged in the community. Volunteer opportunities are also available through YPN's work teams (Community Involvement, Feature Events, Marketing, Power Lunch teams). For more, visit ypnconnect.com.