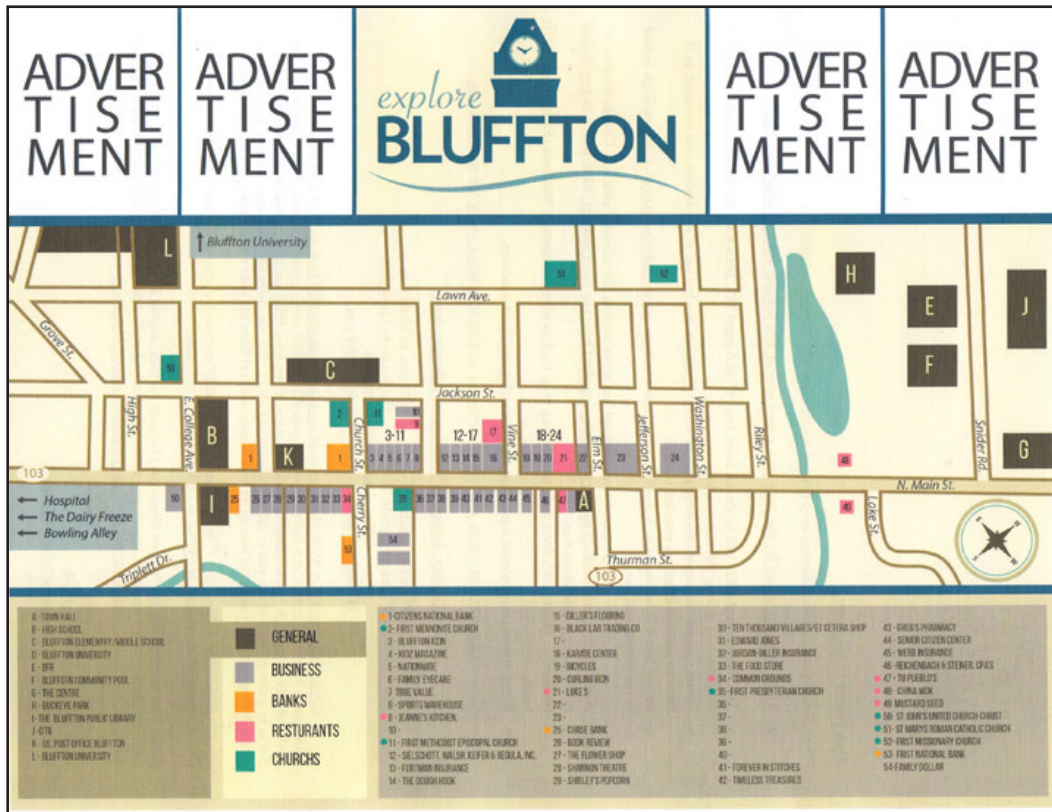




Friday, Aug. 14, 2015
Bluffton Area Chamber of Commerce newsletter

Bluffton Area Chamber of Commerce
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419-369-2895, ext. 118



Draft of map

Advertising opportunities available

Chamber launches Bluffton map project

Project overview

Map will come in three forms:

- 3 by 2 foot mounted outdoor maps
- 3 by 2 foot maps for inside businesses
- 8 1/2 by 11 inch tablet size tear off maps

Where's the town hall? Where's the swimming pool? Where's the library?

Help in answering these questions is on the way, thanks to the Bluffton Area Chamber of Commerce.

This fall the chamber will create the first two of several large mounted full-color maps of Bluffton.

Bluffton map project - *continued*

Each mounted map is three feet wide by two feet tall. The maps will be mounted on easy-to-read stands to be placed throughout the village. In addition, maps will be available for businesses to post inside their stores.

The first two mounted maps will be located on Main Street. Specific locations will be determined soon. Plans are underway for additional mounted maps to be placed at Bluffton Family Recreation, the village park, Bluffton University and other locations in Bluffton.

Smaller maps will be printed in 8 ½ by 11-inch tablet form for businesses to use and tear off to give persons looking for specific directions in town.

The need for maps came out of a chamber meeting brainstorming session focusing on what Bluffton needs.

The maps will show Bluffton's Main Street and nearby streets. Each Main Street business will be identified on the maps.

The maps also offer advertising opportunities to chamber members.

Here's how it works:

Initially, two mounted maps for downtown are on order. Each map has four ad spots. So, eight ad spaces are available: four on each map.

Each ad space is 6.33 inches wide by 6.7 inches tall. A single ad cost \$500 for the first 12 months. After the first year, the business may renew its ad for \$100 annually.

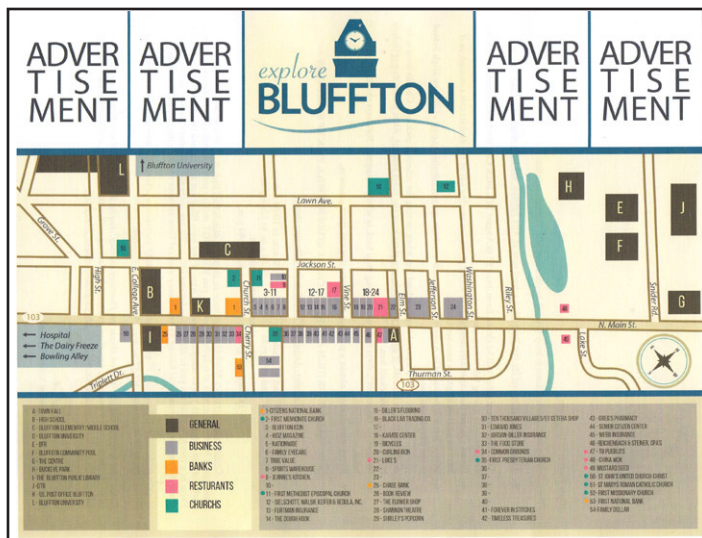
As additional maps are created, additional ad spots will become available. The chamber anticipates two more mounted maps to develop soon.

During the first year, the first eight advertisers (four from each of the two initial maps) will be listed on the tablet-size maps and the indoor large format maps.

Contracting for ad space is available immediately for the first eight spots. A waiting list will be created for ads placed on later maps.

Each year the map will be updated to reflect business ownership changes.

For specific details on the maps and for contracting ad spaces contact Fred Steiner at the chamber: blufftonchamber@gmail.com or call the chamber office at 419-369-2985, extension 118.



Place my ad on the map!

Map example

Bluffton Area Chamber of Commerce offers its members an opportunity to advertise your business on the Bluffton maps being created this fall.

Map size: 3 feet wide by 2 feet tall

Mounted maps: Initially, two mounted maps will be created and posted on Main Street. More mounted maps will be developed as ads are sold to support the project.

Ads: Each map has room for four ads. In the first round, eight ad spots are available.

Ad sizes: 6.33 inches wide by 6.7 inches tall. The chamber will created the ads.

Ad prices: \$500 for the first 12 months and \$100 for a renewal of the next 12 months.

Map frequency: The maps will be updated each year to reflect business changes.

Three versions of the maps will be created:

- 1 - Mounted outdoor maps (Two maps created; four advertisers per map)
- 2 - Unmounted indoor maps (This version will list the first eight map advertisers)
- 3 - Tear off 8 1/2 by 11 inch maps (This version will list the first eight map advertisers)

Provide the following information to the Bluffton Area Chamber of Commerce if your business is interested in advertising on the map. Send information to: blufftonchamber@gmail.com, or call 419-369-2895, ext. 118.

Business name:

Contact person:

Email address: