



CHAMBER PAC



Distributed by **MAIL** and/or **ELECTRONICALLY**

The cost to participate in CHAMBER PAC is \$100.00 per flyer.
you may choose Option 1 and/or Option 2 for the same cost.

Guidelines for inclusion in CHAMBER PAC

- Make Reservation by **Monday, April 09, 2018**. CHAMBER PAC will be mailed **May 08, 2018**.
- Bring or Email your flyer(s) to the Chamber no later than **11:00 am on Monday, April 23, 2018**.
- Participants furnish **600** copies of the flyer or as an added convenience the Chamber is now offering to print your flyers for the added cost of **\$75.00**.
- Electronic participants and those printing flyers through the chamber furnish **website address** and a **PDF** copy of the flyer by email to **wthomas@orangeburgsc.net**.
- Flyers should be 8 1/2 x 11, single sheet on 20 lb. white or color paper stock.**
- Flyers may **be printed on both sides in color or black.**
- Please do not fold, staple or enclose in envelopes.**

The Chamber is changing the way that we reach out to our members; with the use of Email, Website, Facebook, and Direct Mail advertising with CHAMBER PAC we can now reach the community at large. One of the greatest benefits of CHAMBER PAC is that it presents something tangible. It is essentially delivered directly to customers' and prospects' hands; they are virtually guaranteed to see and read your message.

CHAMBER PAC Options:

Option 1: Direct Mail Chamber Pac only

Your flyer will be mailed to our 600 members!

Option 2: Electronic Chamber Pac - E-Blast, Website, and/or Facebook

Your flyer will be e-blasted to our approximately 915 contacts on Tuesday, May 8, 2018. Also it will posted on our website and/or Facebook. While on our website your flyer will be linked directly to your website.

CHAMBER PAC Reservation Form

Company Name _____

Address _____ Website _____

Contact Name _____ Phone _____

Direct Mail Only _____ Electronic Only _____ Both Direct Mail & Electronic _____

Payment may be made by check, cash, credit card (Visa, Master Card, or Discover), or you may be invoiced.

Enclosed is a check for \$ _____ Invoice _____ Credit Card _____

Name on Card _____ Card Number _____

Expiration Date _____ 3 digit code _____

Please send reservations and make check payable to :
Orangeburg County Chamber of Commerce
P. O. Box 328, Orangeburg, SC, 29116
wthomas@orangeburgsc.net

For more information contact Whitney Thomas at the Orangeburg County Chamber of Commerce 803-534-6821.



CHAMBER PAC



Distributed by **MAIL** and/or **ELECTRONICALLY**

The cost to participate in CHAMBER PAC is \$100.00 per flyer.

The benefits of Chamber PAC

1. It's tangible

It is essentially delivered directly to customers' and prospects' hands, they are virtually guaranteed to see and read your message. Since customers can also physically touch a piece of mail, they are more likely to see its contents as reliable.

2. It comes in a form that is familiar

With the recent data leakages and hacks many customers may be skeptical about email messages or other novel marketing media, they remain more receptive to direct mail, to which they are accustomed.

3. It's cost effective

While the creation of your flyer itself is easy and affordable, actually mailing each campaign is also relatively economical with the Chamber. Also, this year there is the added convenience of the option to have the Chamber print your flyers.

4. It has a proven track record

To track its success, members need only count the number of inquiries made, coupons redeemed, or the additional traffic at your business.

The flexibility, affordability, and user-friendliness of Chamber Pac makes it favorite for many members.

We are happy to support our members and bring back this great advertising program.

For more information contact the Orangeburg County Chamber of Commerce 803-534-6821.
Whitney Thomas at wthomas@orangeburgsc.net