



Dear 2023 Chamber Member,

On behalf of the Algoma Area Chamber of Commerce, we look forward to working with you in support of your business in 2024.

In the 2024 Membership Packet, you'll learn details around the many benefits provided with your chamber membership. Gain exposure and get connected with the Algoma area community through our member social media posts, networking opportunities, membership newsletter, and more. As always, we are extremely excited to continue to help you take your business to the next level!

Please complete the 2024 Membership Contract and mail that along with your payment check by November 15th, 2023, to our office at: **Algoma Chamber of Commerce 1226 Lake Street, Algoma WI 54201**

What's NEW for 2024 –

- To continue to offer the services we provide and keep up with rising costs, the **Membership Dues** will increase in **2024 to \$245** vs \$220 and **non-profit to \$140** vs \$125.
- **Full Page Ad sizes are increasing by 15%!** With the redesign of the 2024 Friendly Algoma full page ads will be maximized by going to full bleed to the edge of the page! 2024 prices have been adjusted for full page ad, however **lock in the 2023 ad rate by submitting payment by November 1st!**
- **More flexibility in ad sizes!** We are adding various options to existing sizes, a 1/6th page and 1/3rd page ad sizes and discontinuing 1/8th page. This offers 14 sizing options in 2024 vs 5!
- **New advertising option available on TV monitor in Visitor Center entryway!** Take advantage of the extended hours - dawn to dusk, 365 days a year – and the captive audience in that area. We have tallied the visitors who utilize only the entryway, and it is 110% additional visitors in the entryway everyday - just from 10 AM- 4 PM! This ad space will be available for **\$75 annually** with an 8 second view on continuous loop. Hurry and secure your space now as it is limited to 10 members!

Please feel free to reach out to me at any time if you have questions, or if we can be of further assistance.

Kind regards,

Rosemary Paladini

Executive Director

[Algoma Area Chamber of Commerce](http://www.algomachamber.org)

Algoma Area Chamber of Commerce Mission Statement

To promote business prosperity, tourism, and community involvement by providing information, services, and advocacy for the Algoma Area Community and our members.



To promote business prosperity, tourism, and community involvement by providing information, services and advocacy for the Algoma Community and our members.

The Algoma Area Chamber of Commerce is a not-for-profit organization owned and operated by its members. As the number one advocate for Algoma area businesses, the Chamber works every day to help create the best economy and quality of life for all citizens of the Algoma area. By joining the Algoma Area Chamber of Commerce, your membership dollars support this important work.

Where You Will Find Value in Your Chamber Membership

- **Algoma Area Visitor Guide – The Friendly Algoma**

Your membership includes a business/organization listing in the category directory and your major events in the calendar section. Members also have the option to purchase ad space for increased exposure. In 2023, nearly fifteen thousand copies of the Friendly Algoma were distributed locally at businesses, Visitor Centers across the state, and nationally upon request. The guide is also available in digital format 24/7 on the Chamber's website visitalgomawi.com.

- **Visitor Center Representation and Referrals**

Display your rack card/business card/brochure/menu on the beautiful wall display in the Visitor Center. Premium spots are also available in the entry for a nominal fee. Visitor Center volunteers and staff refer your potential customers/volunteers in person, by phone, mail, website, and email.

- **Online Directory and Events Listings on VisitAlgomaWI.com**

Your business/organization is listed in the online member directory in as many categories as needed. This includes your address, links to your website and social media channels, an image, and a brief description. Member events are listed on the Chamber's robust online calendar.

- **Social Media Promotion**

If you are an active Facebook user, the Chamber shares your stories, news, sales, events, job openings, etc. with its large audience across several pages. Each Sunday evening, a list of your weekly events is posted on the main Chamber page and at the Visitor Center for increased exposure.

- **Exclusive Member Newsletter**

Members receive exclusive updates emailed almost weekly directly from the Chamber including member news, tourism updates, business resources, funding sources, and more.

- **Trade Show Representation**

Enjoy exposure at fishing and travel shows along with the distribution of the Friendly Algoma.

- **Chamber Checks Gift Certificate Program**

The Chamber issued over \$10,000 in Chamber Checks over the past 12 months. These dollars stay in the community and benefit you, the Chamber member businesses. You simply accept the check and deposit it at your own bank.

- **Chamber Sponsored Events**

Shanty Days, Soar on the Shore, Small Business Saturday, Concerts in the Park, Cruise Ship Days, and the Kewaunee County Holiday Stroll are just a few of the events that bring visitors and potential customers to the area. Members are given the opportunity to support these events.

- **Ribbon Cuttings**

Celebrate a new business, remodel, or expansion with a Chamber ribbon-cutting ceremony, often attracting the media and new customers!

- **Networking Opportunities**

Current networking events include the Beacon Awards banquet that honors local businesses and the Chamber's Annual Meeting. Additional networking and educational events are being considered.

- **Advocacy**

When possible, representation of your interests is available at the city, county, and state government level. The Chamber will keep you informed of legislation impacting our community.

- **Inclusion in Kewaunee County's Largest Business Network**

Be part of the region's largest business network and take advantage of opportunities to develop strategic relationships.



1226 Lake St.
Algoma, WI 54201
(920) 487-2041
algomachamber.org

2024 Algoma Area Chamber of Commerce Membership Contract

| Business Information | | | | | | | |
|--|--|---------------------------------------|--|-------------------------|---|----------------------------------|------------|
| Business Name | | | | | | | |
| Address | | | | | | | |
| City, State, Zip | | | | | | | |
| Phone | | Facebook | | Instagram | | | |
| Website | | YouTube | | X (Formerly Twitter) | | | |
| Additional Applicant Information and Communication Preferences | | | | | | | |
| Primary Contact | | | | Position | | | |
| Email | | | | Phone | | | |
| Secondary Contact | | | | Position | | | |
| Email | | | | Phone | | | |
| Preferred and/or Off Season Mailing Address | | | | | | Check if it is the same as above | |
| Membership Structure and Associated Dues | | | | | | | |
| Business Type/Category | | Number | | Cost per unit | | Subtotal | Total Dues |
| Hotel/Motel | | of rooms | | x \$5.00 | = | + \$245 | |
| Condominium/Vacation Rental | | of rental units | | x \$10.00 | = | + \$245 | |
| Campground | | of sites | | x \$1.00 | = | + \$245 | |
| Manufacturer | | of employees* | | x \$0.75 | = | + \$245 | |
| Professional (+25) | | of employees* | | x \$5.00 | = | + \$245 | |
| Retail | | of employees* | | x \$5.00 | = | + \$245 | |
| Restaurant | | of employees* | | x \$5.00 | = | + \$245 | |
| Services | | of employees* | | x \$5.00 | = | + \$245 | |
| Wholesale/Other | | of employees* | | x \$5.00 | = | + \$245 | |
| Agribusiness/Farming | | of employees* | | x \$0.75 | = | + \$245 | |
| Charter | | of boats (excluding 1 st) | | x \$25.00 | = | + \$245 | |
| Bank/Financial/Lending | | of millions in assets | | x \$5.00 | = | + \$245 | |
| Non-Profit Org/Church | | | | | | + \$140 | |
| Attached Bar/Restaurant | | | | | | + \$35 | |
| 2 nd Business Name, Address, Phone | | | | | | | |
| Second Business 25% Discount. Enter dues for both businesses above. | | | | | | Minus \$ | |
| Calculate 25% of the lesser dues total and enter amount to be subtracted here. >> | | | | | | | |
| *Two part-time employees = one full-time employee | | | | MEMBERSHIP TOTAL | | | |
| Algoma Area Chamber of Commerce Membership Payment Options | | | | | | | |
| Semi Annual Payment – 50% plus \$25, remaining 50% billed in April 2024 | | | | | | Payment in Full | |
| Amount enclosed | | Please email or mail an invoice to | | | | | |
| <p>Please mail the signed contract and membership check made payable to the Algoma Area Chamber of Commerce 1226 Lake St. Algoma, WI 54201 by November 15, 2023, to be listed in the Friendly Algoma Visitor Guide.</p> | | | | | | | |
| <p>I hereby certify that my investment is based on the current dues schedules as approved by the Board of Directors of the Algoma Area Chamber of Commerce. I also agree to adhere to all local, state, and federal laws and regulations as well as accepted ethical business standards. Violations of any of the above may constitute grounds for refusal of membership in the Chamber of Commerce as determined by the Board of Directors after due deliberation and hearing. I also understand that this is a promissory note for the amount shown above.</p> | | | | | | | |
| <p>My signature also acknowledges that any images, graphics or other media I provide to the Chamber have proper use permissions or licenses. By sending the chamber member-created media, uploading to event calendar or sharing via Facebook and other social media outlets, I am granting permission to Chamber to use the media. It is my responsibility to inform the Chamber of any use restrictions on that media.</p> | | | | | | | |
| Signature | | | | Date | | | |

Revised 09.29.23



1226 Lake St.
Algoma, WI 54201
(920) 487-2041
algomachamber.org

2024 Algoma Area Chamber of Commerce Advertising Options Contract

| 2024 Friendly Algoma Guidebook Advertising | | | |
|--|--|---|--------------------------|
| Business Name Exactly as you want it to appear in the guidebook | | | |
| Free, Included Friendly Algoma Standards: | | Category Line Listing (s) | Dot on map if applicable |
| Guidebook Ad Options | | | |
| *Lock in 2023 rates by returning the 2024 Ad Contract with payment by 11/1/23. After 11/1/23, 2024 rates apply. (1st \$ = 2023//2nd \$ = 2024) | | | |
| Choose Ad Option(s) | | Price | Total |
| Outside Back Cover (8.5"wx11"t) First come, first served. Taken | | \$800/\$850* | |
| Inside Front Cover (8.5"wx11"t) First come, first served. Taken | | \$700/\$750* | |
| Inside Front Cover Facing (8.5"wx11"t) First come, first served. Taken | | \$700/\$750* | |
| Inside Back Cover Facing (8.5"wx11"t) First come, first served. | | \$700/\$750* | |
| Inside Back Cover (8.5"wx11"t) First come, first served. Taken | | \$700/\$750* | |
| Inside Full Page (8.5"wx11"t) | | \$525/\$575* | |
| Half Page | horizontal (7.75"w x 4.75"t) vertical (5"wx 7.25"t) | \$375 | |
| Quarter Page | horizontal (7.75"w x 2.25"t) vertical (2.5 "w x 7.25"t) | \$300 | |
| NEW One Sixth Page | horizontal (2.125"w x 5"t) vertical (2.5"w x 4.75"t) | \$215 | |
| NEW One-Third Page | horizontal. (3.125"w x 7.75"t) vertical (2.5"w x 10.25"t) | \$350 | |
| Ad Artwork Options | | | |
| **Friendly Algoma ad sizes have changed with the book redesign. To view new ad size samples please see the 2024 Algoma Area Chamber of Commerce Friendly Algoma Ad Size Samples document. | | | |
| New, resized ad artwork will be submitted | | Please resize exact 2023 ad for us | |
| Please resize 2023 ad w/changes. Min. \$25 charge | | Please create a new ad for us. Min. \$25 charge | |
| If the Chamber will resize or create an ad for you, all requests and materials must be submitted by November 1, 2023 . Ads of comparable size will be resized at no charge (ex. ¼ page to new ¼ page dimensions). | | | |
| All artwork must be submitted in acceptable digital format (high-resolution vector files) by November 15, 2023, or additional charges may apply. | | | |
| Guidebook Ad Total | | | |

See page 2 for additional advertising options and ad payment information

> Revised 10.23.23

| 2024 Additional Advertising Opportunities | | |
|--|------------------------------------|-----------------|
| Website Advertising visitalgomawi.com | | |
| Free, standard website listing includes 1 photo and a paragraph or two of text, basic contact information, and links to your site and social media channels. | | |
| Website Advertising Add-Ons See the Web and Other Ad samples sheet. | | |
| Ad type | Price | Total |
| Enhanced Website Listing - 10 total photos or PDFs, 150 extra words. Ex: hours, a menu, product photos. | \$100 | |
| Website Category Listing Ad - Limit 1 per category. 1140x100 pixel ad featured prominently when someone searches for a specific category. First come, first served. Indicate desired category page: | \$75 | |
| Pet Friendly Lodging Page Ad - Limit 2. 450x300 pixels. algoma.org/pet | \$50 | |
| Dining Page Ad - Limit 2. 450x300 pixels. algoma.org/dining | \$100 | |
| Lodging Page Ad - Limit 2. 450x300 pixels. algoma.org/lodging | \$200 | |
| Seamless Page Integrated Ad - Seamlessly integrate your business into the Fishing, Attractions, Art & Culture, Crescent Beach, Recreation, or Shopping, pages | \$400 | |
| Ad artwork will be provided (72dpi, .jpg, .png, .gif) Create an ad for us (additional charges may apply) | | |
| Web Ad Total | | |
| Visitor Center Advertising Add-Ons | | |
| Free – display your rack card/business card/menu on the interior rack wall in the Visitor Center | | |
| Visitor Center Entryway Options Entryway is open 365 days a year from sunup to sundown and visible to a wider audience! | | |
| Visitor Center Entryway Rack Card Display (limit 15). Add your rack card to the entryway. Maximum size: 5.5" wide. | \$50 | |
| New option: Yodeck. Yodeck is our digital monitor that broadcasts in the entryway. Your ad will rotate along with two weather screens, a maximum of 10 ads, and show for a minimum of 8 seconds. Image size = 7 x 5". File formats: 72dpi, .jpg, .png, .gif | | |
| Yodeck Digital Ad January 1 – December 31, 2024 Ad artwork will be provided Create us an ad (additional charges may apply) | \$75 | |
| Yodeck Ad Total | | |
| Guidebook Ad Total from page 1 | | |
| Web Ad Total | | |
| Additional Advertising Grand Total | | |
| Algoma Area Chamber of Commerce Ad Payment Options | | |
| Semi Annual Payment – 50% plus \$25, remaining 50% billed in April 2024 | | Payment in Full |
| Amount enclosed | Please email or mail an invoice to | |
| Please mail this form and check made payable to Algoma Area Chamber of Commerce 1226 Lake St. Algoma, WI 54201 by November 1, 2023 for early-bird rates . All Chamber-created ad orders must be submitted by November 1, 2023. Final deadline is November 15, 2023 , for your ad to appear in the redesigned 2024 Friendly Algoma Visitor Guide. Website advertisements are on a first-come, first-served basis and can be added at any time. | | |
| I understand this contract is a binding contract. | | |
| Signed | Date | |

2024 Algoma Area
Chamber of Commerce
Friendly Algoma Ad Size
Samples

Full page ad 8.5" x 11"
Full bleed 1/8" (0.125") bleed
(design goes all the way to the edge of the page)
Available for outside back cover, front and back
inside cover, front and back inside cover facing,
and all 8.5x11 inside ads.



HOURS

| | |
|-----|-------|
| DAY | HOURS |
| DAY | HOURS |
| DAY | HOURS |

Address

123-456-7890
www.mysite.com

This file shows the printer's bleed marks in each corner.

Full page ad 8.5" x 11"
Full bleed 1/8" (0.125") bleed
(design goes all the way to the edge of the page)
Available for outside back cover, front and back inside cover, front and back inside cover facing, and all 8.5x11 inside ads.



MEAL



MEAL



MEAL

HOURS

| | |
|-----|-------|
| DAY | HOURS |
| DAY | HOURS |
| DAY | HOURS |

Address

123-456-7890
www.mysite.com

COMPANY NAME

tagline

Full page ad

8.5" x 11"

No bleed

(design does not go all the way to the edge of the page)

Available for all inside ads



Benefits of
doing
business with
you



YOUR
LOGO

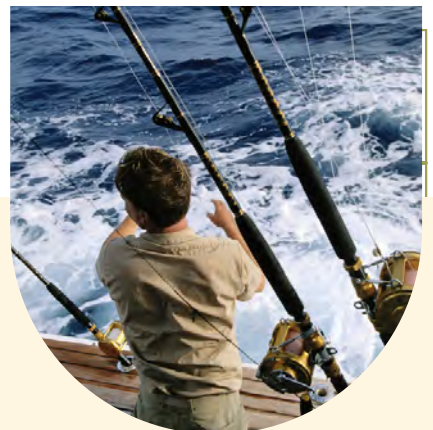
Address
phone
website



SERVICES



Hours



2024 Algoma Area Chamber of Commerce Advertising Option Samples



YOUR COMPANY NAME

1/4 page horizontal
7.75"w x 2.25"h

Your company products/services.

Address

www.yoursite.com

+123-456-7890




COMPANY
Your tagline



1/4 PAGE
VERTICAL
2.5"wide x 7.25" tall

VISIT US

Address

Phone #

WEBSITE.COM

1/2 PAGE VERTICAL
5"w x 7.25" tall



Your Company. Address
Phone. Email

www.yoursite.com

2024 Algoma Area Chamber of Commerce Advertising Option Samples

Your Company
1/6 page vertical
2.5" wide x 4.75" tall



Address Phone Website

COMPANY NAME
ADDRESS

1/3 page vertical 5" wide x 4.75" tall



website hours



1/2 page horizontal
7.75" wide x 4.75" tall

Your company name
Address
Phone/Website



2024 Algoma Area Chamber of Commerce Friendly Algoma Ad Size Samples

Company Name



Address Phone
Website

1/3 page horizontal
7.75" wide x 3.125" tall



come fish with us

Your Lodging Address



1/4 PAGE VERTICAL
2.5" WIDE X 7.25" TALL

CALL US :
+123 456 7890

www.url.com

▶▶▶

YOUR COMPANY
1/3 page vertical
5" wide x 4.75" tall


- SERVICE
- SERVICE
- SERVICE
- SERVICE
- SERVICE




Contact Us :
123-456-7890
www.mysite.com
email

YOUR COMPANY
1/6 page horizontal 5" wide x 2.125" tall

- 📍 Services
- 🕒 Hours
- 📍 Address



📞 123-456-7890
🌐 www.website.com



Web and Other Advertising Samples

Website Ad Samples

Enhanced Website Listing - \$100 Ten additional photos or PDFs and 150 extra words to describe your business. Post your open hours, a menu PDF, photos of your products or business.

AHNAPEE BREWERY, ALGOMA



Member Category: Dining, Nightlife, Pet Friendly Businesses, Specialty Shopping, and Wine, Beer, & Spirits

Member Tags: brewery

Profile Photos Map Related Listing Events

A throwback to the historical 1800's Ahnapee Brewery, Ahnapee Brewing first opened its doors in 1866 in the city of Ahnapee, now named Algoma as a premier producer of Wisconsin craft beers.

Beers were produced under the supervision of the head brewmaster, Henry Schmilling. Schmilling's Ahnapee Lager was known far and wide for its Wisconsin-made quality. Hops blight put the original brewery out of business in 1886.

A new chapter in the brewery's history began in summer of 2013. Fueled by the dreams of the owner and Head Brewer, Nick Calaway, Ahnapee Brewery is picking up where Henry left off.

This time Wisconsin craft beers are produced in small batches and feature full-flavored beer with aging potential to be served for limited hours in a tap room two doors down from von Stehl winery at 105 Navarino Street. Pints, half pints and flights available for purchase. 6 packs, 4 packs, growlers and growlers are available for to-go purchase.

Leashed and well-mannered pets are welcome in the outdoor seating areas.

Beer Menu | Food Menu

Winter Hours
Monday - Thursday 12 - 7 p.m.
Friday Saturday 12 - 10 p.m.
Sunday 12 - 6 p.m.

Dining Page Ad - \$100 Limit 2. 450x300 pixel ad. Everyone needs to eat so put yourself in front of our captivated audience! algoma.org/dining



Website Category Listing Ad - \$75 Limit 1 per category, 44 categories available. 1140x100 pixel ad featured prominently when someone searches for a specific category.

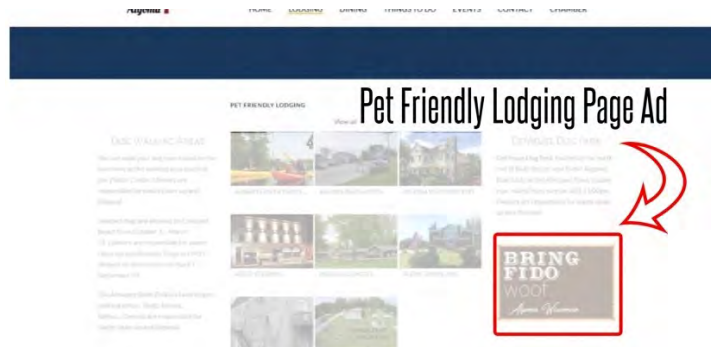


Housing, Home Improvement, & Construction in Algoma, WI. Check out our Algoma Chamber members for all of your Housing, Home Improvement, & Construction needs.

Category Page Ad



Pet Friendly Lodging Page Ad - \$50 Limit 2. Your 450x300 pixel ad let's this specific audience know you cater to pets. algoma.org/pet



Lodging Page Ad - \$200 Limit 2. 450x300 pixel ad. Let your lodging option be front and center for our Algoma visitors! algoma.org/lodging



Events Pages Ad - \$500 Limit 1. Our most popular pages, 450x300 pixel ad appears on the sidebar of each individual event page.



Seamless Page Integrated Ad - \$400 Seamlessly integrate your business into the Fishing, Attractions, Art & Culture, Crescent Beach, Recreation, or Shopping, pages. No one will even know it is an ad!



Seamless Page Integrated Ad



Yodeck Ad Sample Image size 7" x 5". File formats: 72dpi, .jpg, .png, .gif

Join Algoma as we welcome Viking Cruises and the Hanseatic inspiration!

Viking: Sep 4, 17, 2023 Hanseatic: Oct 6, 2023






Website page category listings are on a first-come, first-served basis. You can provide your own ad graphic or have the Chamber design something for you (additional fees may apply). Website and Yodeck advertising options can be added at any time.



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algomachamber.org

Helpful Tips for Creating Your Advertisements

In the Chamber's continuing efforts to put Algoma's best foot forward, the 2024 edition of the Friendly Algoma guidebook is getting a redesign! Meetings with the printer have already happened and preparations are underway to put out a guidebook that is sure to attract even more visitors to our area.

Some of you have marketing departments who handle your ad copy but for those who don't, whether you are creating your own ads or the Chamber is creating them for you, here are a few helpful tips on how to up your ad game for the improved Friendly Algoma.

- **Use high-quality, current pictures from your own business/organization.** Show your audience your best side with clear, current photos that tell your story in one glance. Photos with people in them are encouraged (be sure to get a photo release). Avoid outdated and blurry photos.
- **Keep it simple!** One or two larger images are better than many small images. Focus on a couple of strong images to convey your message and remember to include your logo as part of the overall design and not as the main focus.

The same goes for text. Create a strong headline and sub-headline and remember to allow space for the essentials (address, phone, email, website – see below). Oftentimes, less is more. Too many images and too much text can make it hard to read.

- **Use easy-to-read fonts with contrasting colors.** While fancy fonts can be nice, using easy-to-read fonts that are the proper size and color is best to convey your message in print. Your text color should be in high contrast to the background color for ease of reading. A good rule of thumb is to use no more than three different fonts, especially in a small ad space.

- **Use a color scheme that fits the personality of your business/organization.** The go-to color scheme is often to match your logo or even your building. If you are having trouble with colors that work well together, you can use the free color palette tool at <https://paletton.com/>.

- **Use white space.** While the inclination may be to include as much information as possible in your ad, the use of white (blank) space can help guide the viewer to what is important rather than having clutter. White space can help viewers know where to look and find the exact message you are trying to convey.

- **Have a call to action.** This could be a short sentence or phrase to urge visitors or customers to go to your business.

- Ex. "Stop in today!" or "Call now!" or "Enjoy our (service of business)"

- **Make sure to include important information such as:**

- Phone number
- Email address
- Location (read address, city and state)
- Website
- Social Media

You may be surprised to know that many ads do not include all of this important information. Pretend that everyone in the audience doesn't know who or where you are to be sure you include everything anyone needs to know to do business with or contact you.

Resources

Canva <https://www.canva.com/>

If you are creating your own ad and do not have a program like Adobe Illustrator, try out Canva. It is free to use (there is a premium version too). You can customize a template including correct dimensions and with your own images and text and then download the high-resolution PDF needed for the Friendly Algoma.

The Fool-proof Checklist For Creating Great Magazine Ads

We found this article useful as a 10-point checklist to be sure your ad has all the necessary information and a little flair to boot.

<https://www.newstylemedia.com.au/the-fool-proof-checklist-for-creating-great-magazine-ads/>

Examples of the Dos and Don'ts of Your Ad Creation

Do



A professional advertisement for Country View Restaurant. It features a large, appetizing image of fried chicken and green beans in a circular frame. Below the image is the restaurant's name in a mix of script and bold sans-serif fonts. The tagline emphasizes homestyle Southern cooking. Hours of operation are listed in a dark orange box, and contact information is provided at the bottom with icons for a phone and location.

Country View
RESTAURANT

Enjoy our homestyle
Southern cooking with the
warm family vibes.

Hours:
Wednesday - Sunday
10am-7pm

+123-456-7890
Goose Lane, Algoma, WI 54201

Don't



A poorly designed advertisement for Country View Restaurant. It features a light blue background with a decorative border. The text is scattered and uses multiple colors and fonts. There are two small, low-quality images: one of food and one of the staff. The overall layout is cluttered and unprofessional.

Country View
Restaurant

Bringing the homestyle cooking with
the warm family vibes.

Excellent
homemade
food!

Family
friendly
staff!

Open Wednesday
through Sunday from
10am-7pm!

Goose Lane, Algoma, WI 54201
We're excited to have you!