



## 2021 Membership Form

The benefits of membership include inclusion of your listing on the Chamber website at Lenox.org as well as in the annual “Discover Lenox” brochure distributed throughout the region year-round. In addition, your membership entitles you to attendance at networking and educational events hosted frequently by the Chamber. Participation on committees and the Board of the Chamber is another way that you can have a voice in the business activities in our community. The mission of the Lenox Chamber is to promote the town of Lenox and its businesses as a premier destination to visit and a wonderful place to live.

### **Chamber mission:**

- Facilitate communication and collaboration among our local businesses, between businesses and other educational, cultural and regional partners, to serve all aspects of our mission
- Coordinate promotion of Lenox and its businesses by implementing marketing campaigns
- Create and promote events that bring people to Lenox
- Connect businesses, both existing and emerging, with information and other resources to help them succeed

### **Member benefits/ services offered:**

- Listed in the annual “Discover Lenox” brochure- 11,000 distributed
- Inclusion on the Lenox.org website with over 84,000 visits per year
- Inclusion in various printed pieces, maps and directories
- Ability to communicate easily to all member businesses through our email and social media tools.
- Included in all digital marketing and PR from the Chamber
- Cooperative marketing and advertising campaigns
- Educational meetings and seminars
- Local event and event planning
- Advocacy and support in working with local government
- Promoted in Visitor Center to walk-ins (Over 7500 visitors May-Oct)
- For 2021: Visitor Center window display for 1 week (Reserved on a first come, first served basis. June-October, space will be shared with another member.)

*continued*



## 2021 Membership Form

*To become a member, please complete and submit this form with your payment.*

Business Name\* \_\_\_\_\_

Business Phone\* \_\_\_\_\_

Address\* \_\_\_\_\_

Street Address \_\_\_\_\_

Address Line 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP / Postal Code \_\_\_\_\_

Contact Name\* \_\_\_\_\_

Email\* \_\_\_\_\_

Cell phone # \_\_\_\_\_

Website URL \_\_\_\_\_

### Business Category

*Prices shown are good until 1/31/2021 - after that date, they will increase.*

- Church or Synagogue \$240.00
- Cultural/Education Non-Profit \$295.00
- General Business \$375.00
- Restaurant w/ Liquor License \$475.00
- Restaurant w/o Liquor License \$400.00
- Lodging up to 10 Rooms \$400.00
- Lodging 11 - 20 Rooms \$450.00
- Lodging 21 - 50 Rooms \$500.00
- Lodging above 50 Rooms \$550.00

*If you are a lodging business that also offers public dining you must select this additional field.*

- Additional Dining Fee \$200
- Not Applicable \$0.00

*continued*



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*Please complete and submit the form with your payment.*

### Advertising Options

#### *Print Ad Options*

Ads in the "Discover Lenox" brochure - 11,000 distributed

- Back Cover (3.75" x 8.75") \$1,800.00
- Center Spread (7.75" x 8.75") \$2,800.00
- Full Page Color (3.75" x 8.75") \$1,395.00
- Full Page BW (3.75" x 8.75") \$1,000.00
- 3/4 Page Color (3.75" x 5.75") \$1,175.00
- 3/4 Page BW (3.75" x 5.75") \$825.00
- 1/2 Page Color (3.75" x 4.75") \$775.00
- 1/2 Page BW (3.75" x 4.75") \$600.00
- 1/4 Page Color (3.75" x 2.75") \$495.00
- 1/4 Page BW (3.75" x 2.75") \$325.00

#### **Lenox.org Web Ads**

- Sidebar ad per month (250px x 250px) \$25.00
- Sidebar ad per year (250px x 250px) \$250.00
- Banner Ad per month (980px x 100px) \$100.00
- Banner Ad per year (980px x 100px) \$1,000.00

#### **Visitors' Center Ads**

- TV Ad - Monthly \$25.00
- Chamber Window Displays - 1/2 window per month \$65.00
- Chamber Window Displays - full window per month \$100.00

#### **Graphic Ad Design**

In-house design of your ad - print or digital. Each ad design is \$100 - please select specify below.

- Print
- Digital

*continued*



## 2021 Membership Form

### Payment

#### Credit Card

American Express       Discover       MasterCard       Visa

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_

#### Pay by Check

If you are paying by check, your payment needs to be received by February 1st, 2021 in order to receive membership benefits.

Check # \_\_\_\_\_

This application form is a legally binding document; by signing you are committing your business to membership with the Lenox Chamber of Commerce, and agreement to payment of dues owed.

\_\_\_\_\_  
Signature