

The Ripple Effect - When We Shop Local in Hopkins County!

2020 Membership Directory & Buyers' Guide Media Kit



YOU BENEFIT FROM EXPERTISE.

From skincare to hardware to jewelry repair. The best tool for the job. Get the right thing and save time by relying on the expertise of local retailers.

At a local store, you're as much as **3x more likely to discover something new.**

In places with more local businesses, people have stronger social ties and participate more in civic affairs.

YOU CONNECT WITH OUR COMMUNITY.

Shopping locally means bumping into friends, enjoying lively streets, and trading neighborhood news with the people behind the counter. Local businesses make communities work.



YOU STRENGTHEN OUR LOCAL ECONOMY.

Local retailers hire local people, pay local taxes, and source goods locally. When you shop local, you expand opportunity where you live.

Compared to Amazon, independent retailers create **2x as many jobs for the same amount of revenue.**



Places with more small businesses have less income inequality.

YOU CAST A VOTE FOR THE AMERICAN DREAM.

Starting a small business has long been a pathway to the middle class. By supporting local entrepreneurs, you invest in a future that works for all of us.



Copy and Payment Deadline: September 1, 2020

Directory Specs: File Format - PDF Resolution - 300dpi Color - CMYK

2020 Membership Directory and Buyers' Guide Ad Sizes

TWO-PAGE CENTERFOLD16" w x 10" h

FULL PAGE

- IFC, IBC and Back Cover, 8.5" w x 11" h
plus 0.125" bleed on all four sides
- Inside Pages, 7.5" w x 10" h

EIGHTH PAGE ... 3.625" w x 2.3125" h

QUARTER PAGE ... 3.625" w x 4.875" h

HALF PAGE ... 7.5" w x 4.875" h



2020-2021 Chamber Member Directory and Buyer's Guide Ad Agreement
NEW AD PURCHASE / RENEWAL OF 2018-2019 AD

Your membership dues must be current in order to purchase an ad in the directory.
If you have not paid for 2020, please call 270.821.3435.

Please email to office@hopkinschamber.com or mail to 15 E. Center St., Madisonville, KY 42431

Deadline is September 1, 2020

Business Name _____ Contact _____

Phone _____ Email _____

- | | | |
|---|---|---------------------------------------|
| <input type="checkbox"/> New Ad | Ad Size: Two-Page Centerfold | <input type="checkbox"/> Color \$2200 |
| <input type="checkbox"/> Use Ad from 2018-2019 Directory | Full Page | <input type="checkbox"/> Color \$1000 |
| <input type="checkbox"/> Update Ad from 2018-2019 Directory | Half Page | <input type="checkbox"/> Color \$800 |
| | Quarter Page | <input type="checkbox"/> Color \$600 |
| | Eighth Page | <input type="checkbox"/> Color \$300 |

Bill Me Payment Enclosed Charge my: Visa Mastercard

_____ Exp. Date _____

Update Your Print and Online Directory Information

Your membership dues must be current in order for your information to be listed.

Business Name _____

Business Categories (limit 3): _____

Physical Address: _____ Mailing/Billing Address (if different): _____

Phone Number: _____ Fax Number: _____

Contact Email for Print/Website Directory: _____

Website: _____ Number of Employees: _____

Name of Representative for Listing in Print/Website Directory: _____

Please send Login and Password information and instruction for our Online Member Directory Page to:

Name of Representative _____

Email _____