

Q. How can I get word about my business to 50,000 people already interested in the area?

A. *With the Chamber's new 2008–2009 Visitors' Brochure, ready to launch!*

Peterborough Area in the Monadnock Region . . . the Currier & Ives Corner of New Hampshire is printed in a quantity of 50,000. Five thousand are kept at the Chamber for responding to local and mail inquiries, such as from people looking to relocate. As you may know, it's a **high-quality publication on gloss stock**.

The remaining **45,000** are distributed throughout New England and New Hampshire: Boston and north-of-Boston hotels; the Holyoke Mall; AAAs in R.I., Conn., and Mass.; rest areas on I-91; at lodging and hospitality venues throughout southern N.H.; at N.H. state visitors' areas; and so on. We hire a company to do this for us.

PLEASE NOTE that there are **no free listings** in this brochure.

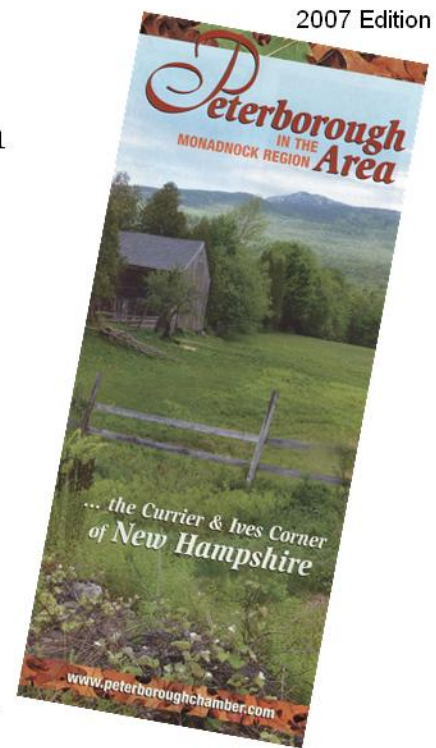
This brochure is much more efficient (and cheaper, for that matter) than direct mail, billboards, and other types of advertising. Why? Because it is being picked up by someone who has already made the decision to learn more about our area.

ALSO PLEASE NOTE: This project is made possible by a grant from the New Hampshire Department of Travel and Tourism Development, for which we are very grateful. **HOWEVER**, they have notified us that this will probably be the last time they will be able to do so. **THUS** we are planning for this brochure to last two years. Please do not miss this opportunity to promote your business.

The deadline for ad and text listing reservations is March 1. (If we do not have enough interest, we simply will not do the project.) The deadline for ad materials is March 22.

Please don't miss this cost-effective way to expand your marketing reach. **Turn the page over to find complete ad information**, and also refer to page 2 in the February 2008 *Chamber News* newsletter.

Finally, please note that **this is our only print marketing piece in 2008**. Our next *Guide to the Monadnock Region* (the directory publication) will come out in 2009. Thank you!



2007 Edition

What:

2008–2009 Chamber Visitors' Brochure

Where:

Literature racks throughout New England; mailed to relocators; handed out at Chamber; etc.

Release date:

Mid-June

How many:

50,000

Ad reservations deadline:

March 1

Ad materials deadline:

March 22

Advantages:

Extremely cost-effective and long-lasting