

2017 *Blueprint*

Advertising Opportunities



CONWAY
GETSMART

2018 CONWAY COMMUNITY PROFILE & RESOURCE GUIDE

CONWAY+



Conway+

Produced by the Conway Area Chamber of Commerce, Conway+ is the most comprehensive guide to the Conway area economy. Our brand, content, and distribution strategy combine to put your business or organization in front of the market's highest-value individuals and households.

TOPICS

Guarantee the position of your ad in one of the following sections:

**Names and order of sections are subject to change.*

- Communities
- Economy
- Education
- Health Care
- Leisure
- Outdoors
- Real Estate
- Shopping

PRINT

Conway+ is distributed to businesses and consumers via direct mail and the Conway Area Chamber of Commerce.



BUSINESS-TO-CONSUMER



4,000
SELECT HOUSEHOLDS
in the North Metro trade area

100 RELOCATING HOUSEHOLDS
in the trade area with incomes greater than \$75,000
Even the most established local businesses have to keep introducing themselves to new residents.



100 NEW MOVERS
and potential movers
Newcomers establish an average of more than 70 business relationships in their first 120 days in a new community. Many of these decisions take place before they arrive.

PRINT
READERSHIP
12,000+

BUSINESS-TO-BUSINESS

1,200+
MEMBER
BUSINESSES

100 NEW HIRES
through Conway's major
employer network:



Hewlett Packard Enterprise, Axiom, Kimberly-Clark, University of Central Arkansas, Hendrix College, Central Baptist College

PRINT
CIRCULATION
6,000

DIGITAL

Conway+ is hosted on Issuu.com/ConwayChamber and embedded on ConwayArkansas.org and ConwayChamber.org. Our targeted marketing strategy on Facebook puts the guide in front of thousands of potential customers.

January 10 – June 1, 2016



DIGITAL
READERSHIP
600 MONTHLY

DIGITAL
IMPRESSIONS
1,500 MONTHLY

355
CLICKS
ON LINKS WITHIN PUBLICATION

Ads in the online version of Conway+ link directly to your business's website at no additional charge.

Contact Lindsay Henderson at 501-932-5403 or Lindsay@ConwayArkansas.org for advertising information.



ADVERTISING OPPORTUNITIES

CONWAY COMMUNITY PROFILE & RESOURCE GUIDE

	Center Spread	Back Cover	General Spread	Inside Front Cover	Full Page (facing Inside Front Cover)	Full Page (facing Table of Contents)	Inside Back Cover
First right of renewal	•	•	•	•	•	•	•
Receive electronic database of relocators (name/ mailing address) twice a year	•	•	•	•	•	•	•
Investment	\$3,995	\$3,495	\$3,495	\$2,495	\$2,495	\$2,495	\$2,495
No. Sold/Total No. Available	0/1	0/1	N/A	0/1	0/1	0/1	0/1

	Full Page Advertorial	Full Page	1/2 Page Vertical/ Horizontal	1/3 Page	1/6 Page	Single Column	Mini Display
Receive electronic database of relocators (name/ mailing address) twice a year	•	•	•	•			
Investment	\$2,595	\$2,295	\$1,495	\$1,295	\$895	\$475	\$395
No. Sold/Total No. Available	N/A	N/A	N/A	N/A	N/A	N/A	N/A

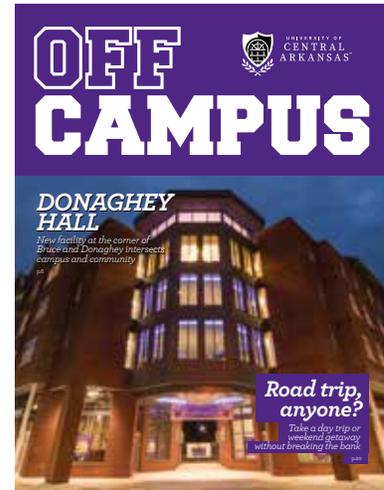
ADVERTISING OPPORTUNITIES

Timeframe

- 32-page publication
- 4 pages dedicated to institution
- 4 pages dedicated to Conway/Region

Reach/Method of Delivery

Printed publications distributed through admission offices/recruiters, special events, and/or online and social media outlets



	Back Cover	Inside Back Cover	Inside Front Cover	1/2 Page	Full Page
First right of renewal	•	•	•		
Investment	\$3,000	\$2,500	\$2,500	\$1,495	\$2,200
No. Sold/Total No. Available	0/1	0/1	0/1	N/A	N/A

Conway Publications Advertising Summary

AD SPECIFICATIONS AND REQUIREMENTS

All digital files submitted must be minimum 300 DPI, CMYK files. The preferred format is a press-optimized PDF. Advertisements submitted as a PDF file must have all elements, including fonts, embedded and must be saved at the highest-quality print setting. PDF files must be submitted without trim marks and must not include bleed in size unless the advertisement is intended to bleed.

Conway Publications Inc. will not accept Publisher, PageMaker, Microsoft Word, or Microsoft PowerPoint files. Low-resolution materials or images will not be accepted.

Bleed advertisements must be built with 0.125" additional image on all four sides.

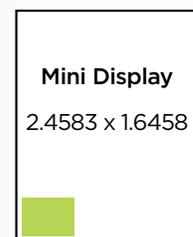
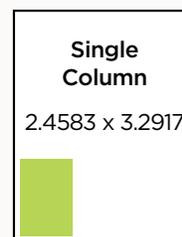
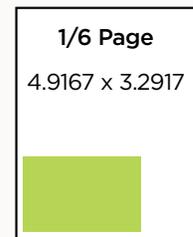
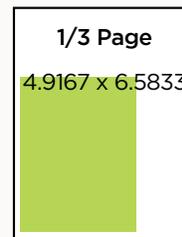
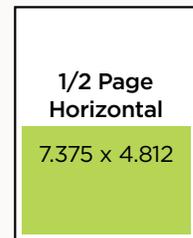
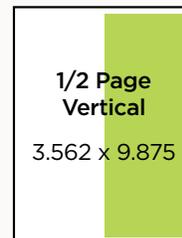
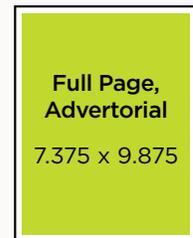
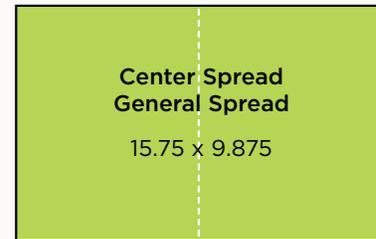
All live text or images must be at least 0.375" from the trims.

All advertisements must be submitted at 100% of the final size of the advertisement purchased by Advertiser. Unless the Advertiser pays for alternations, the advertisement must be ready for publication without requiring any adjustments to size, color, or text. **Editing of advertisements and artwork is not included in the cost of the advertisement.**

Advertiser shall provide its artwork to Conway Publications in the electronic format described above. Artwork shall be sent via email to Ads@ConwayArkansas.org. Large electronic files may require other arrangements.

Advertisements shall not include any rude, offensive, or obnoxious material. This includes but is not limited to elements of violence, nudity, sexual content, or adult language. Material deemed detrimental to the publication by Conway Publications shall not be accepted. Ultimately, all content must be approved by Conway Publications.

AD SIZE OPTIONS



ADVERTISING OPPORTUNITIES



Conway Area Chamber of Commerce + ChamberLeads.com

Reach new prospects who look like your best customers, reduce marketing costs, and improve your return on investment (ROI) – all in 30 days or less.

To demonstrate the proven power of Acxiom data, the Conway Area Chamber of Commerce and Acxiom Corporation have teamed up to provide affordable marketing solutions for businesses. Here are some options well worth the money:

CUSTOMER ANALYSIS

A customer analysis identifies demographics and psychographics of your current customer:

- age
- income
- net worth
- lifestyle
- hobbies
- number of vehicles purchased
- likes to travel
- credit card use
- mail responder
- makes charitable contributions
- political affiliation
- and other interests

DIRECT MAIL PROSPECT LIST

Are you...

- Interested in reaching a certain household income?
- Looking for families with preschool children?
- Generating a statewide fundraising list to mail music lovers an invitation to your next performance?

We've got you covered. ChamberLeads.com has the tools to get you results.

With a direct mail prospect list, you receive a single use list (prospect names and mailing addresses) for your direct mail marketing. This list will produce countless customer leads for your business. After learning more about what your business is looking for, ChamberLeads.com can identify segments of the population you are specifically interested in capturing.

PROSPECT EMAILS

You furnish the message and images, and ChamberLeads.com will deploy emails to your new prospects. If you need assistance with the messaging, we can help with that, too.

RELOCATION LISTS

Four times a year, ChamberLeads.com will generate new mover lists for your business. This is a great way to welcome movers to the neighborhood with a personalized message from you.

FACEBOOK CAMPAIGN

With more than 1.71 billion monthly active users, Facebook is the top social media site on the Internet. This option enables you to easily launch a Facebook campaign that targets prospects. It is used best in conjunction with the Customer Analysis. If you need assistance with your business's Facebook page, we can help with that, too.

ChamberLeads.com offers value with a large return. **IMAGINE...** In less than a month, you can harness the power of affordable, customized consumer data for your business.

Call Lindsay Henderson at 501.932.5403 or email Lindsay@ConwayArkansas.org for more details.

ADVERTISING OPPORTUNITIES



"Our company relies on business-to-business contacts. The C-Suite Program gives us exclusive access to businesses we might not ever discover on our own."

– Lori Case Melton | Conway President
First Service Bank

C-Suite Partners are members of the Conway Area Chamber of Commerce who have an interest in doing business with fellow members, especially those new to the Chamber.

As a C-Suite Partner, your business will receive:

- Industry exclusivity in new member welcome packets and renewing member packets (\$1,500 rate)
- Exposure to the more than 1,200 businesses in the local community who are members of the Chamber. Additionally, the Chamber welcomes 100+ new members each year.
- New member contact information updates
- A one-time electronic membership contact list (Member information will include company name, primary contact, mailing address, and phone number.)
- Invitation to each Membership Maximizer throughout the year

C-Suite Partners agree to:

- Pay an investment of \$1,000 for the annual partnership or \$1,500 for industry exclusivity in new and renewing member packet information.
- Include business literature in new and renewing member packets
- Offer new and renewing member incentives for doing business. Incentive must be a minimum of \$100 in value off a product and/or service with C-Suite Partner.

The Chamber will review and accept **only** 25 C-Suite Partners for 2017.

HOMEGROWN BANKING



I love my community and I love community banking! First Service is a true community bank managed by your friends and neighbors who want to help you succeed. That's why we offer new customers up to **\$500 OFF CLOSING COST** of a commercial loan and/or a new home mortgage.*

We are homegrown lenders at First Service Bank and we are here to serve you.

Just look for the flag!

Visit FirstServiceBank.com for mobile and Internet banking solutions you need.

FIRST SERVICE BANK
FirstServiceBank.com

CONWAY | 2475 Washington Avenue | 501.992.5950 *See a loan officer for more details.



HIGH POINT Park

1307 MAIN ST.
CONWAY, AR 72034
501.336.0050
TRINITUDEVELOPMENTINC.COM

\$100 OFF

FIRST MONTH ON ANY OF OUR COMMERCIAL OR RESIDENTIAL PROPERTIES.

MUST PROVIDE 40% TO RECEIVE DISCOUNT



kangabloo Creative

\$100 OFF

- Website Design
- Video Production
- 1st month of monthly marketing agreement
- Product order (\$1,000 or more)

kangabloo.com
501.499.8765
740 S Salem #104
Conway, AR 72034

*Chamber Members ONLY! Cannot be combined with other offers. Expires 3/31/17

Thank You
for your investment!



CONWAY

Area Chamber of Commerce

GETSMART

900 Oak Street | Conway, AR 72032 | 501.327.7888

ConwayArkansas.org