



member-to-member mailing guidelines

ferndale area chamber of commerce // promoting business & community

Mailing approximately second week of August 2011

Pieces & Payment Due to Chamber by August 1, 2011

Cost: \$85.00 + 280 pieces (*subject to change based on membership count and cost of postage)

Mailing Guidelines:

1. Must be a current Ferndale Area Chamber Member to participate or to utilize program.
2. No pieces larger than 8.5 x 11 in (standard sheet of paper).
3. Can have no more than two pieces and pieces must be stapled to each other.
4. Pieces not attached together will be charged as separate pieces.
5. Pieces can be folded (i.e. folded in half or tri-brochure).
6. Please do not use dated pieces and if you choose to do so, the piece should be good for at least six months (i.e. expires after September 2010.)
7. No ink pens or markers or items that may break/melt/damage during mailing.
8. Please no bulky items (i.e. chip clips, cube pads, etc). Items are mailed in a 9" X 12" envelope.
9. The Chamber reserves the right to refuse any items.

Mailing Ideas:

1. Use colored ink or paper to stand out.
2. Offer a discount or incentive for members only (i.e. Chamber members receive 10% off with this flyer or Chamber members get free credit check with this card.)
3. Offer a drawing for returning your piece to the office (i.e. Return this sheet filled out to ABC, 123 your street, Ferndale and be entered into a drawing for a \$50.00 AMEX gift card by December 1, 2010. Drawing will be December 15, 2010.)
4. Use creative advertising pieces (i.e. flat magnets, note/greeting card, menu, laminated business card, gift certificate, etc.)
5. Make attention-getting flyers (i.e. color, photos, bold words, bullet points, etc.)
6. Have fun, be creative and share with the members who you are!