

## **ADVERTISING POLICY**

### **Introduction:**

In the interest of being consistent and transparent with advertising made on behalf of the Clarenville Area Chamber of Commerce. It was decided to adopt a clear precise policy to indicate what areas the Chamber will be advertised and which external advertising if any will be provided.

The Clarenville Chamber is committed to promoting various sectors of its daily operations impacting the increase in revenue for the operations of the Chamber Office.

This Advertising Policy has been developed as a way to create consistency and fairness to organizations that ask for the Chamber's support. Since the Chamber receives a large volume of requests for advertising, we cannot contribute to all these groups. This document is intended to assist the Clarenville Chamber in establishing an organizational advertising policy in support of the projects it undertakes.

### **Types of Advertising:**

The Clarenville Area Chamber of Commerce will contribute to the following sections:

#### Profit Committee:

- Christmas Ornament Project
  - ✓ Advertisement in the Kiwanis Booklet
  - ✓ Advertisement in the Packet's Summer Vacation Guide
  - ✓ Advertisement in the Packet's Christmas Yuletide
  - ✓ Advertisement in the Packet's Discovery Trail Visitor's Guide

#### P/R Membership Committee:

- Shop Locally Campaign
  - ✓ Providing 6 ads during the 6 weeks prior to Christmas encouraging local residents to shop locally. It also promotes the Christmas Ornament.
- Golf Tournament
  - ✓ There will be one ad put in to let the public know about the Tournament and that it is opened to the public to take part.
- Newsletter
  - ✓ There are three newsletters prepared and distributed to the local area to provide the public with information regarding the initiatives undertaken by the Chamber.

- AGM/BEA Banquet
  - ✓ To advertise the open invitation to the public and have people nominate a business for the business of the year award and small business of the year award
  
- Christmas Party
  - ✓ To advertise the open invitation to the public to join the Clarenville Chamber at the annual Christmas Party.

Events Committee:

- To advertise to the Clarenville and surrounding communities of the Craft & Home Trade Show. This will be done through a number of mediums:
  - ✓ Flyers distributed with the Packet
  - ✓ Flyers placed in regional mailboxes
  - ✓ VOCCM advertising clips
  - ✓ Signs posted throughout the local area
  - ✓ Posters on the bulletin boards around Clarenville and the local area
  - ✓ Posters sent to the schools in the local area
  - ✓ Placemats placed in the restaurants
  - ✓ Update to the Chamber's Website
  - ✓ Update to the Trade Show Facebook
  - ✓ Add it to the Chamber's newsletter

The only advertising paid by the Chamber that would be considered external would be:

- Small Business Week Ad in the Packet

Any Advertising/Marketing Agency who contacts the Chamber Office for advertising will be discussed at the appropriate Committee Meeting and/or the Board of Directors Meetings.