



## Community Resource Guide & Membership Directory 2022

June 10, 2021

Dear Valued Chamber Member:

The **Ulster County Regional Chamber of Commerce** is pleased to announce that advertising opportunities for the **2022 "Keep it Local" Community Resource Guide & Membership Directory** are now available. Working in partnership with ColorPage marketing and publishing, the guide will be published and ready for distribution in December 2021.

This is the premier membership and economic development publication in our area, with 8,000 copies distributed throughout the Ulster County Region. **The Community Resource Guide & Membership Directory will also be available on the Chamber Website Home Page ([www.UlsterChamber.org](http://www.UlsterChamber.org)) for easy access.**

The 2022 Guide will include a complete listing of our more than 1,000 members, giving customers an easy reference guide for all the goods, products and services our members provide. The Guide gives us a chance to tell others about our outstanding local businesses and organizations and promotes the value of buying local and shopping local.

This guide will also offer a comprehensive overview of the key segments of our local economy. Find out about the vast business opportunities available in Ulster County – learn about our history, the arts and culture of our region, our educational opportunities, where are the best places to stay and to play in our region – find out about our emerging creative economy and much more. This information is helpful to people relocating to Ulster County...making it vitally important for you to be a part of this publication.

### By advertising in this publication you will:

- Broaden your customer base
- Increase the visibility of your business
- Position your company as a key business in the community
- Participate in the Chamber's 'Keep It Local' Campaign

We ask for your support of the **2022 Community Resource Guide & Membership Directory** to allow the Chamber of Commerce to continue to work on your behalf and improve our local economy.

Sincerely,

Ward D. Todd, President

2022 Directory Published By



# Keep It LOCAL

## Community Resource Guide & Membership Directory 2022

### FULL COLOR ADVERTISING SIZES & RATES

All ads include FREE design service plus a FREE listing in the Advertisers index.

We will provide a link to the website **in your ad** on our online version of the publication at no additional charge.

All advertisers will receive a free **BOLD** listing in the Categorical Membership Listings.

Ad Size	Width	Height	Early Bird Rate Before 9/1/21 Extended thru 9/30/21	Retail Rate 10/1/21 - 10/11/21
Back Cover	8.375"	11"	\$2,200	\$2,500
Inside Front	7.25"	9.75"	\$1,950	\$2,230
Inside Back	7.25"	9.75"	\$1,950	\$2,230
Page One	7.25"	9.75"	\$1,795	\$2,050
Page Three	7.25"	9.75"	\$1,745	\$1,960
Full Page	7.25"	9.75"	\$1,575	\$1,825
2/3 Page Vertical	4.75"	9.75"	\$1,190	\$1,370
2/3 Page Horizontal	7.25"	6.5"	\$1,190	\$1,370
1/2 Page	7.25"	4.75"	\$945	\$1,095
1/3 Page Square	4.75"	4.75"	\$675	\$765
1/3 Page Vertical	2.25"	9.75"	\$675	\$765
1/3 Page Horizontal	7.25"	3.1875"	\$675	\$765
1/6 Page Vertical	2.25"	4.75"	\$390	\$435
1/6 Page Horizontal	4.75"	2.25"	\$390	\$435
1/12 Page	2.25"	2.25"	\$265	\$295

8,000 copies of this attractive and informative annual full color publication will be distributed at hotels & resorts, restaurants, real estate offices, tourism sites, arts & entertainment venues and more. All Chamber members will also receive a mailed copy.

Plus...

The 2022 KEEP IT LOCAL Guide will be featured on the homepage of the Chamber website throughout the year.

[UlsterChamber.org](http://UlsterChamber.org)



Early Bird Rate Deadline:  
September 30, 2021

Advertising Deadline:  
October 11, 2021

Annual Distribution:  
Begins December 2021

For more information contact Tia Blaber, Media Consultant at ColorPage

☎ 845-331-7581 x10

✉ [directory@ulsterchamber.net](mailto:directory@ulsterchamber.net)

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2022

# Keep It LOCAL

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To Advertise in *Keep It LOCAL* please submit the following agreement:

Fill out the agreement online at [ulsterchamber.net](http://ulsterchamber.net)

Advertiser Business Name: \_\_\_\_\_

Business Owner: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Ad Size: \_\_\_\_\_

### Ad Option (Please Check One):

Repeat From Last Year     Repeat With Changes

New Ad - Camera Ready     New Ad - Design Needed

Check here if you'd prefer to be invoiced.  
You can then pay by check or credit card.

Payment Amount Enclosed: \_\_\_\_\_

Check payable to: Ulster County Regional Chamber of Commerce  
214 Fair street, Kingston, NY 12401

\_\_\_\_\_  
Authorized Representative (Please Print)    Date

\_\_\_\_\_  
Authorized Purchaser Signature



**Our design staff offers free design service and provides a proof of your ad.**

If you design your own ad please submit it as a four-color, camera-ready digital file. Ads may be submitted by email, on a CD or DVD. Acceptable programs are Photoshop and InDesign. Art must be 300 dpi for InDesign documents. Supporting photos and fonts must be included. Acceptable file formats are tif, jpg, pdf which also need to be 300 dpi.

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### ADVERTISING ORDER

Advertiser: \_\_\_\_\_

Bill To: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Issue: \_\_\_\_\_ Year: \_\_\_\_\_

Email: \_\_\_\_\_

SIZE	PLACEMENT

AD DETAILS & NOTES

DATE	RATE	GRAND TOTAL

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