



# 2010 Membership Application

Membership Tiers  
Guidebook Advertising Guidelines  
Website Advertising Guidelines

Please complete and return with payment in full to SBVC  
no later than **December 1, 2009**

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

Contact Name(s): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Other: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

**NOTE: WE HAVE INCLUDED A FREQUENTLY ASKED QUESTIONS GUIDE IN THE ATTACHED PACKET**

## Membership Tiers

In order to simplify membership and deliver new features with our updated website, we've restructured our membership into tiers. Each tier has different features and benefits. Please don't hesitate to call or email us with questions about which tier is right for you! **Please see the FAQ (Frequently Asked Questions) in the attached packet for more detailed descriptions and examples.**

All members will be listed on the website and in the Guidebook. Please check one of the following:

**Standard . . . . . \$295**

- Business Name
- Address
- Phone Number
- Website or Email
- 1 Category Listing in Guidebook
- 1 Category Listing on Website
- Visitor Center Rack Card Advertising at SBVC
- Educational Seminars

**Enhanced . . . . . \$385**

- Business Name
- Address
- Phone Number
- Website or Email
- 100 Word Description
- 1 Category Listing in Guidebook
- Up to 2 Cat. Listings on Website
- Highlighted Listing on Website
- 2 Photos or Graphics on Website
- Visitor Center Rack Card Advertising at SBVC
- Educational Seminars

**Premier . . . . . \$495**

- Business Name
- Address
- Phone Number
- Website or Email
- 100 Word Description in Guidebook
- 1 Category Listing in Guidebook
- 200 Word Description on Website
- Up to 5 Cat. Listings on Website
- Priority Listing on Website
- 5 Photos or Graphics on Website
- Visitor Center Rack Card Advertising at SBVC
- Educational Seminars

## Submitting Your Information

For Enhanced and Premier Members, we will require the 100 word or 200 word description submitted to the SBVC in either a type-written printout stapled to this application or submitted electronically in an email. **All descriptions must be submitted with your membership application.** SBVC reserves the right to edit copy. Photos or graphics for the website must also follow specific guidelines. **Please see the FAQ (Frequently Asked Questions) in the attached packet for more details.**

All descriptions and photos or graphics must be submitted to SBVC with your membership application. **If your descriptions, photos/graphics and payment are not submitted to SBVC by December 1, 2009, a 5% service charge will be added for each month that you are late.** Due to press deadlines, late submission may also result in your business not being in the printed 2010 Guidebook.

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## Gift Certificate Program

Yes  No

Would you like your business to be included in the Gift Certificate Program? Customers will redeem the SBVC Gift Certificates in your business. The SBVC then reimburses you the money less a 5% handling fee. In 2008, over \$80,000 of Gift Certificates were spent among the SBVC membership which keeps the money circulating in our community.

## Guidebook Listing Information

Please select one of the categories below that best fits your business. Your business may be listed in more than one Guidebook category at an additional cost of \$60 per category.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Accommodations      | <input type="checkbox"/> Weddings           | <input type="checkbox"/> Conferences & Meetings |
| <input type="checkbox"/> Events              | <input type="checkbox"/> Outdoor Activities | <input type="checkbox"/> Entertainment (venues) |
| <input type="checkbox"/> Unique Diversions   | <input type="checkbox"/> Fishing & Waters   | <input type="checkbox"/> Health & Rejuvenation  |
| <input type="checkbox"/> Artistic Endeavors  | <input type="checkbox"/> Culinary Delights  | <input type="checkbox"/> Professional Services  |
| <input type="checkbox"/> Museums & Galleries | <input type="checkbox"/> Shopping           | <input type="checkbox"/> Civic / Non-Profit     |

## Guidebook Advertising Opportunities

Our 2010 Guidebook will be an overview promoting the Sturgeon Bay experience. Each member's listing will be determined by the tier they have chosen (see Page 1).

**Ads falling outside of the specifications listed below will be modified by our Guidebook design team at a rate of \$75 per hour (1 hour minimum). You will be notified should this occur.** Please see the full electronic guidelines in the FAQ (Frequently Asked Questions) document.

Ads should be submitted either electronically (via email to todd@sturgeonbay.net) or on a CD/DVD delivered to Sturgeon Bay Visitor Center, 36 S. Third Avenue, Sturgeon Bay, WI 54235. If you require the disk returned, please include the return address. **DO NOT SEND THE ONLY COPY OF THE FILES.** Please make sure there is a backup or another copy stored with you. SBVC is not responsible for lost, damaged or otherwise unusable files.

### Deadline for Payment, Ads and Electronic Files: December 1, 2009

Full Page  
7.0" x 9.875"  
**\$1855**

Half Page  
Horizontal  
7.0" x 4.8"  
**\$1250**

Half Page  
Vertical  
3.4" x 9.875"  
**\$1250**

The Back Cover and the two Inside Covers are special ad selections. If there are more members requesting these exclusive slots than what's available, a lottery will be held. SBVC recommends you make your reservation early!

Quarter Page  
3.4" x 4.8"  
**\$785**

Eighth Page  
3.4" x 2.25"  
**\$580**

Back Cover  
8.0" x 7.5"  
**\$2630**

Inside Covers  
8.0" x 10.875"  
(Bleeds Allowed)  
**\$2180**

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## The NEW SturgeonBay.net

The SBVC is proud to announce that our fantastic new website has been up and running for several months now! Our website showcases Sturgeon Bay as the premier destination for visitors year-round. The 2010 Visitor Guidebook will compliment the website. All the reasons... All the seasons...

New features include enhanced membership listings and more detailed categories, "micro-sites" designed to feature specific aspects of Sturgeon Bay, a detailed calendar of events, easy online registration for events, a payment method for dues, registration fees, and advertising opportunities for our members.

Make the most out of your membership with the SBVC!

## Member Exclusive Website Advertising (NEW for 2010)

The SBVC features two ad sizes from which to choose. Members can gain significant exposure through SturgeonBay.net. The SBVC will have some creative control over the ads to ensure that a consistent and appropriate look is maintained throughout the site. Options include annual pricing (best value), semi-annual (6 months), and seasonal packages. Ads will be randomly chosen and placed in locations throughout the site except on member listing pages.

## Website Advertising Pricing

**Deadline for Electronic Files: December 1, 2009**



Imagine the attention a member can draw by advertising on SturgeonBay.net! Thousands of visitors per month will see your ad prominently displayed!

**Large Rectangle (left) 290 x 300**

**Small Rectangle (right) 290 x 80**

**File Types:** GIF, JPG, SWF with maximum file size of 50K. Please see Online Electronic File Requirements for additional information.



Web Ad Package	Size	Timeframe	Cost
Annual Large	Large Rectangle (290x300)	January 1 –December 31	\$1500
Annual Small	Small Rectangle (290x80)	January 1 –December 31	\$ 950
Semi-Annual Large	Large Rectangle (290x300)	January 1 – June 30 or July 1 – December 31	\$ 850
Semi-Annual Small	Small Rectangle (290x80)	January 1 – June 30 or July 1 – December 31	\$ 575
Prime Summer Large	Large Rectangle (290x300)	May 1 – July 31	\$ 850
Prime Summer Small	Small Rectangle (290x80)	May 1 – July 31	\$ 650
Prime Fall Large	Large Rectangle (290x300)	August 1 – October 31	\$ 850
Prime Fall Small	Small Rectangle (290x80)	August 1 – October 31	\$ 650

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### Website Listing Information

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Please select the category or categories below that best fits your business. Your business may be listed in more than one category depending on your membership tier. Professional services and civic / non-profits will be listed in the General Directory. Please see a description of the website listing categories in the FAQ (Frequently Asked Questions) section.

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Bed & Breakfasts       | <input type="checkbox"/> Wineries               | <input type="checkbox"/> Health & Rejuvenation |
| <input type="checkbox"/> Conferences & Meetings | <input type="checkbox"/> Museums / Galleries    | <input type="checkbox"/> Professional Services |
| <input type="checkbox"/> Hotels & Resorts       | <input type="checkbox"/> Waters of Sturgeon Bay | <input type="checkbox"/> Outdoor Activities    |
| <input type="checkbox"/> Vacation Rentals       | <input type="checkbox"/> Events                 | <input type="checkbox"/> Weddings              |
| <input type="checkbox"/> Restaurants            | <input type="checkbox"/> Entertainment (venues) | <input type="checkbox"/> Shopping              |

### Event Sponsorship

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You can select to contribute to your favorite the SBVC events and happenings. You will be noted as a sponsor in promotional materials and on the website.

- |   |  |   |
|---|--|---|
| \$_____ Fire & Ice Weekend<br>(Ice Blocks & Snow Carving) | \$_____ 4th of July<br>(Fireworks / Music)               | \$_____ Harvest Fest & Moon<br>Celebration<br>(Music / Promotion) |
| \$_____ St. Patrick's Day<br>Parade                       | \$_____ Jefferson Street<br>Festival (Music)             | \$_____ West Fest   |
| \$_____ Groovin' Sisterhood<br>Weekend                    | \$_____ Sidewalk Sale<br>(Music)                         | \$_____ Holidays by the Bay                                       |
| \$_____ Fine Art Fair<br>(Entertainment)                  | \$_____ Jazz on Jefferson                                | \$_____ Other / New SBVC<br>Activities & Promotions               |
|   | \$_____ Street Art Around the<br>Bay (Music / Promotion) | \$_____ <b>TOTAL SPONSORSHIP</b>                                  |

### Interested in Volunteering?

Yes     No

Interested in another way to help Sturgeon Bay and be active in our community? Events for the SBVC need volunteers! By checking above you will be kept up to date with events that require assistance. Please contact Sue at (920) 743-6246 or todd@sturgeonbay.net for more information.

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### Total Investment in the SBVC and Improving the Visibility of Your Business

Please circle your selections and total your commitments to the SBVC below. **Payment must be made in full at the time of application submission. If your descriptions, photos/graphics and payment are not submitted to SBVC by December 1, 2009, a 5% service charge will be added for each month that you are late.** Due to press deadlines, late submission may also result in your business not being in the printed 2010 Guidebook.

<b>Membership Tier*</b> (please circle one)	<b>Standard</b>	<b>Enhanced</b>	<b>Premier</b>
	\$295	\$385	\$495

#### Guidebook Advertising

Please check your selection(s). Review the Electronic File Requirements in the FAQ (Frequently Asked Questions) section.

	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Ad Size</b>	<b>Back Cover</b>	<b>Inside Cover Full Page</b>	<b>Full Page</b>	<b>1/2 Page Horizontal</b>	<b>1/2 Page Vertical</b>	<b>1/4 Page</b>	<b>1/8 Page</b>
<b>Cost</b>	\$2,630	\$2,180	\$1,855	\$1,250	\$1,250	\$785	\$580

#### Website Advertising

Please check your selection(s). Review the Electronic File Requirements in the FAQ (Frequently Asked Questions) section.

	<b>Website Ad Package</b>	<b>Size</b>	<b>Timeframe</b>	<b>Cost</b>
<input type="checkbox"/>	Annual Large	290x300	January 1 – December 31	\$1,500
<input type="checkbox"/>	Annual Small	290x80	January 1 – December 31	\$950
<input type="checkbox"/>	Semi-Annual Large (circle date choice)	290x300	January 1 – June 30 or July 1 – December 31	\$850
<input type="checkbox"/>	Semi-Annual Small (circle date choice)	290x80	January 1 – June 30 or July 1 – December 31	\$575
<input type="checkbox"/>	Prime Summer Large	290x300	May 1 – July 31	\$850
<input type="checkbox"/>	Prime Summer Small	290x80	May 1 – July 31	\$650
<input type="checkbox"/>	Prime Fall Large	290x300	August 1 – October 31	\$850
<input type="checkbox"/>	Prime Fall Small	290x80	August 1 – October 31	\$650

#### Event Sponsorship

Total: \$ \_\_\_\_\_

<b>TOTAL DUE NOW</b>	<b>\$</b>
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**Payment Method:**    Check (enclosed)    Credit Card

Credit Card #: \_\_\_\_\_ Exp.: \_\_\_\_\_ Verif. Code: \_\_\_\_\_  
*There is a 3% fee on credit card payments in order to cover the related processing fees*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

**YOU MUST RETURN WITH FULL PAYMENT  
BY DECEMBER 1, 2009**