

2021
VISITOR CENTER AND
WEBSITE ADVERTISING
OPPORTUNITIES



watkinsglen
AREA CHAMBER OF COMMERCE

Something special at *every* turn...

Watkins Glen Area Chamber of Commerce
214 North Franklin Street, Watkins Glen, NY
(607) 535-4300
www.watkinsglenchamber.com

2021 Advertising Options

1. Website Advertising: Ad pricing and options for members and non-members on our new site, www.ExploreWatkinsGlen.com will be announced at or after the debut of our new website by Simpleview on December 9, 2020's Annual Meeting (Virtual 5:30-6:30p.m December 9, 2020) and released for January 2021. Our contractor, **DTN** will be handling all design specs, sales and transactions for these new marketing and promotional efforts in the range of \$100+/- to \$500+/- a month in case you want to budget in advance. Details to follow.

2. Window Advertising:

The Watkins Glen Area Chamber of Commerce houses the official Schuyler County Visitor Center, located along the main thoroughfare in downtown Watkins Glen, in the heart of the shopping and business district. We welcome nearly 20-30,000 visitors through our doors annually with many more visitors and residents walking and driving past these highly visible windows. Put your business, organization, or event front and center of these visitors by advertising in one of our four (4) window displays! See the pricing options below.

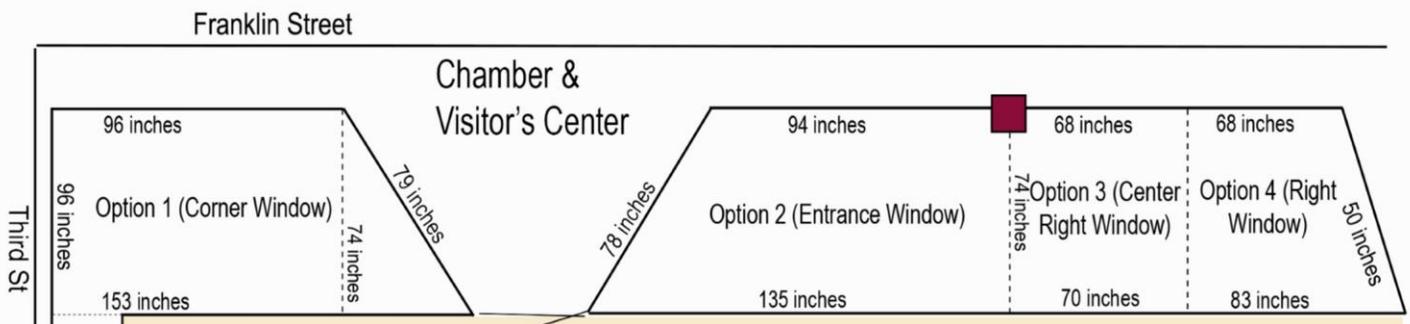
Option 1 – Corner Window (faces Franklin St., Third St., and Visitor Center Entrance) • **Investment:** \$175/month

Option 2 – Entrance Window (faces Franklin St. and Visitor Center Entrance) • **Investment:** \$150/month

Option 3 – Center Right Window (faces Franklin St.) • **Investment:** \$125/month

Option 4 – Right Window (faces Franklin Street) • **Investment:** \$125/month

- *In order to balance our budget, there is a small increase this year and we will likely do 6-month maximums in 2022 to allow for seasonal businesses to have the opportunity to display appropriately.*



- Advertiser is responsible for set-up, break-down, and cleanup of entire display. The window should appear as it had before it was occupied by advertiser.
- Displays must be three dimensional and visually appealing.
- Advertisers should bear in mind that the displays are double-sided, visible from both the street and inside of the Visitor Center.
- We invite advertisers to come and inspect the space *before* planning their display. It is important to understand the three-dimensional aspect of window displays. We want you to use the space to the fullest extent possible and to make your business shine!
- **IMPORTANT EXCLUSIONS:** Advertisers may not attach a window cling or other product to the entire surface of the window. No blinking lights are permitted. Posters, banners, and other items that hang from the ceiling or are otherwise displayed in the space must not completely block the windows. If you have questions about this particular parameter, please ask before making any plans to have items printed or hung! Remember, displays are designed to lure and pique visitor interest and it is important for us to see out and those passing by to see in.
- For long term contracts (6 consecutive months or longer) displays must be switched out every 3 months.
- Chamber must approve proposed design before set up.
- Window displays may be set up any time after 9am on the first business day of the month for which advertising is reserved, unless other arrangements are made in advance. Window displays must be removed by 5pm on the last business day of the month for which advertising is reserved, unless other arrangements are made in advance.

3. Closed-Circuit TV Advertising: 214 Franklin St., Visitor Center

The closed-circuit television is a great way to tell your story! This television is on during all operating hours of our Visitor Centers. Advertisers may submit a video for inclusion on our television.

Television "Commercial" • Investment: \$30/month

- Advertiser is responsible for providing a 2-minute video. 2 minutes is the maximum time for a video, yours may be shorter, but no longer to ensure adequate air-time for all advertisers.
- No audio is available.
- We will compile your video with other advertisers and play it on rotation via DVD.
- For long term contracts (longer than three months), video must be refreshed every three months.
- Chamber must approve video before advertising runs.

4. Visitor Center Wall Spaces: NEW

2-D or 3-D Displays * Investment: \$25/month

This is a new opportunity for businesses that likely have no brick-and-mortar space, or traditional or easily accessible retail or office space convenient for visitors and/ or customers.

- Advertiser is responsible for providing a 2-D or 3-D lightweight (no more than ~10 lbs.) ~ 30" x 30" display.
- No audio or power is available. 3M/non-damaging adhesives (no nails or screws) to be used for installations
- We will hang or set (for floor displays) your display with you.
- For long term contracts (longer than three months but no longer than six months), displays must be Seasonal.
- Chamber must approve display before & at set-up (weight, depth, height character for safety and appropriateness)

IMPORTANT REMINDERS

1. Advertising is available on a first come, first served basis beginning November 16, 2020.
2. Advertising must be paid *at the time of booking*.
3. Advertising is *not* reserved until the Chamber receives a completed, signed contract and payment.
4. The Chamber reserves the right to approve all advertising (web, video, displays, and windows).
5. Videos must be submitted **30 business days before** the initial run date.
6. Window installation takes place at 9:00am on the first day of the month. Window tear-down must be complete by 5:00pm on the last day of the month.

To book advertising, please complete pages 4 and 5 of these documents and return with payment. Please remember that advertising is not considered booked until the Chamber receives this signed contract and payment.

Return contract with payment to:

Michael J. Hardy, Executive Director
214 N. Franklin Street, Watkins Glen, NY 14891
Office Phone: 607-535-4300
Fax: 607-535-6243
Email: Michael@watkinsglenchamber.com

2021 WEBSITE, VISITOR CENTER, AND TELEVISION ADVERTISING CONTRACT

Return contract with payment to:

Michael J. Hardy, Executive Director
214 N. Franklin Street, Watkins Glen, NY 14891
Office Phone: 607-535-4300
Fax: 607-535-6243
Email: Michael@watkinsglenchamber.com

1. WEBSITE ADVERTISING – *Not available until early 2021 by DTN*

*Please check here and send in if you would like to be contacted about Web Ads _____

2. VISITOR CENTER WINDOW ADVERTISING

Option 1: Corner Window (faces Franklin St., Third St., and Visitor Center Entrance) • **Investment:** \$175/month

Months Requested: _____ • TOTAL: _____

Option 2: Entrance Window (faces Franklin St. and Visitor Center Entrance) • **Investment:** \$150/month

Months Requested: _____ • TOTAL: _____

Option 3: Center Right Window (faces Franklin St.) • **Investment:** \$125/month

Months Requested: _____ • TOTAL: _____

Option 4: Right Window (faces Franklin St.) • **Investment:** \$125/month

Months Requested: _____ • TOTAL: _____

3. CLOSED CIRCUIT TELEVISION ADVERTISING

2-minute video runs a minimum of 12x per day. • **Investment:** \$30/month

Months Requested: _____ • TOTAL: _____

4. Wall Spaces/Inside Visitor Center Displays

1-3 Spaces, ~ 30" x 30" wall sections (of 18 total). **Investment:** \$25, 2 months minimum

Months Requested: _____ . TOTAL: _____

Type and #: Floor ___/___ and/or Eye Level ___/___ and/or High ___/___ TOTAL: ___/___

*3 space maximum: vertical or horizontal (circle one)

**2021 WEBSITE, VISITOR CENTER, AND TELEVISION
ADVERTISING CONTRACT**

Return contract with payment to:

Michael J. Hardy, Executive Director
214 N. Franklin Street, Watkins Glen, NY 14891
Office Phone: 607-535-4300
Fax: 607-535-6243
Email: Michael@watkinsglenchamber.com

Business Name: _____

Contact Name & Job Title: _____

Phone: _____

Email: _____

Authorized Signature: _____

Date: _____

By signing above, I indicate that I have read and understand the requirements of advertising. I further understand that ALL advertising is available on a first come, first served basis and advertising is ONLY booked with the receipt of a signed contract and payment.

PAYMENT OPTIONS

Check #: _____

Please make check payable to Watkins Glen Area Chamber of Commerce.

Credit Card: Please circle one - Visa • Master Card • American Express

Card Number: _____ Exp. Date: _____

Name on Card: _____ CV Code: _____

Billing Zip Code: _____ Authorized Signature: _____