

River Valley Marketing/WCG, Inc.

Richard L. Wambach, President

232 Starbarrack Road • Red Hook, New York 12571
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Hyde Park Chamber of Commerce, Inc.

The Historic Town of Hyde Park

PO Box 17 ~ Hyde Park, New York 12538
845-229-8612 ~ Email HPC12538@gmail.com

January 23, 2025

TO: ALL MEMBERS of the Hyde Park Chamber of Commerce
FR: Chamber President Dot Chenevert and the Board of Directors
RE: **Hyde Park Chamber 2025-26 Info Guide & Membership Directory**

We are excited to announce the two year 2025-26 advertising and promotion program for the Membership Directory that will bring broader recognition and exposure to the members of the Hyde Park Chamber of Commerce and to the larger community of the Town of Hyde Park.

The Board has engaged the services of chamber member **River Valley Marketing** to provide advertising sales, layout & design services and printing services for this project. We have carefully budgeted and planned this program to assure that all expenses for production services will be covered by advertising revenue. *There will be no hidden additional costs to the chamber or its members!*

NOTE: We are using a similar design format used in our 2024 project to modernize our directory page format (4"x 10.5") which is quite different from previous directories. IN ADDITION, THE AD RATES INCLUDE YOUR AD ON THE CHAMBER WEB SITE, FEATURES IN SOCIAL MEDIA AND OUR MEMBER EMAIL NEWSLETTER.

The bonus coverage stretches your advertising dollar at very affordable rates with exposure in all Chamber communications venues!

River Valley Marketing will be contacting chamber members to secure their commitment to this important venture. To assist in this effort we have enclosed an advertising contract for the 2025-26 directory.

Please *complete* the attached order form and submit your form with payment by our **deadline of February 28, 2025**. We intend to have the new directory ready for distribution in time for the Spring of 2025. Any questions, please call Richard Wambach at 845-758-3117 or cell 845-417-5377.

- Complete the enclosed contract order form
- Make your check payable to the **Hyde Park Chamber of Commerce** – payment with order
- Send your contract order form and check made out to **Hyde Park Chamber of Commerce** to River Valley Marketing, 232 Starbarrack Rd, Red Hook NY 12571
- Keep a copy of your completed order as your payment receipt. No billing is available.

The Officers and Board of Directors wish to encourage all chamber members to fully cooperate and give support to this annual initiative to create better awareness for the Hyde Park Chamber of Commerce and our community. Please discuss joining the chamber with your non-member business associates!

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Hyde Park Chamber of Commerce

2025-26 MEMBERSHIP DIRECTORY ADV SALES ORDER / CONTRACT

Reservation Deadline: FEBRUARY 28, 2025

Member Name: _____

Member Company: _____

Address (Street/PO Box, City, State, Zip): _____

Communication Info: Web Site URL: _____

Phone: _____ Fax: _____ E-mail: _____

**Hyde Park Chamber Info Guide & Membership Directory –
Page Size: 4" x 10.5" will be produced in Full Color – all color ads available**

- _____ Full page 3.25" x 9.75" space = \$300.00
- _____ ½ page 3.25" x 4.75" space = \$190.00
- _____ ¼ page 3.25" x 2.25" space = \$120.00
- _____ Sponsor BF Listing Section (Business Name & Phone line) = \$50.00
- _____ Copy/logo/photo/art attached.
- _____ Camera ready art hardcopy or electronic file (PDF, TIFF, JPEG) supplied.

Ad design notes: _____

- **NOTE: Payment WITH ORDER – no billing available. We will be selling space on a first come first served basis. NOTE: Keep a copy of this order form as your receipt.**

- Payment received:

Check number: _____ Date: _____ Amount: _____

*Please make all checks payable to: Hyde Park Chamber of Commerce and send to
River Valley Marketing at 232 Starbarrack Rd, Red Hook, NY 12571.*

Locally owned business & member of the Hyde Park Chamber of Commerce