



Business Night Out

'Shop Irondequoit at the Town Hall'

4 to 8 p.m. Thursday, August 16, 2018

AND... Discover Irondequoit Magazine,

to be distributed regionally for the third year with info on Irondequoit, our businesses and Business Night Out/Shop Irondequoit.

What is Business Night Out/Shop Irondequoit? Irondequoit businesses are invited to showcase products and/or services during our eighth annual *Business Night Out*. Businesses are showcased under a fully enclosed tent on the west lawn of the Irondequoit Town Hall campus, in conjunction with the ever popular Farmers Market. **The market often draws as many as 1200 participants from Irondequoit and surrounding communities. THAT IS a potential return on investment of 15 cents PER VISITOR.**

What is Discover Irondequoit Magazine? It's a marketing piece on Irondequoit and a program booklet for Business Night Out. It will be distributed regionally in early August and at the event.

- Irondequoit Chamber of Commerce Members have the first chance to reserve booths in the Business Night Out tent, through Monday, June 25.**
- After this date, registration is open to all Irondequoit businesses, through Monday, July 16. (This opportunity is open only to Irondequoit businesses and business owners.)**

What Does Business Night Out/Shop Irondequoit offer for businesses?

- ◆ Greater visibility for your business as an Irondequoit 'home town' enterprise, through the broad distribution of the magazine and hundreds who attend the Irondequoit Farmers' Market.
- ◆ A chance to meet home town customers, share in-depth information about your products and/or services.
- ◆ Free business card display ad in Discover Irondequoit distributed broadly through the region.

How Will the Show Be Promoted to the Community?

- ◆ Notices to the Democrat & Chronicle, Irondequoit Messenger Post, ICAT, RBJ, TV and radio.
- ◆ Direct email to Irondequoit Chamber of Commerce members as well as 350 + additional subscribers.
- ◆ Discover Irondequoit Magazine, signs and flyers posted in storefronts, libraries, Irondequoit Town Hall, Farmers' Market, Town of Irondequoit website, Chamber website and Facebook leading up to the event.

Business Night Out: 32 BOOTHS, first-come, first-served. Special advance registration for chamber members: Complete & return Booth Registration form by Monday, June 25. After June 25, registration is open to all Irondequoit businesses through Monday, July 16.

Discover Irondequoit: Please see reverse for ad options. Ad deadline: Monday, July 16 to allow time to print the magazine for early August distribution. (This option is open to all Irondequoit businesses. You are not required to have a booth to advertise in the magazine.)



IRONDEQUOIT
CHAMBER OF COMMERCE

Vendor Booth Registration and Discover Irondequoit Ad Form

Business Name: _____ Owner's name: _____

Address of Business: _____

Business Phone: _____ Cell phone: _____

Email: _____ Web site: _____

Business Night Out:

(Booth Space Includes one 8-foot covered table with two chairs and complimentary business card ad)

____ Booth 10' x 6' @ \$175 \$ _____
____ Electric Needed @ \$10 \$ _____

Total Cost for Booth: \$ _____

Don't forget this bonus! When you sign up for a booth, you receive a free business card ad in Discover Irondequoit Magazine. Include a business card or small ad with your registration.

- ◆ **Early booth registration deadline for chamber members only: Monday, June 25**
- ◆ **Final booth registration deadline for all Irondequoit businesses: Monday, July 16**

Discover Irondequoit/Business Night Out Magazine:

Advertising sizes: Please check the ad size you are requesting.

____ \$150.00 *Inside Front or Inside Back Cover, Full Page Color Ad* ____ \$50.00 *Quarter Page Ad*
____ \$125.00 *Full Page Ad – inside pages* ____ \$35.00 *Business Card Ad*
____ \$75.00 *Half Page Ad*

Please note: Ads/layout should be camera ready, if possible. Send **high quality** hard copy print or electronic file in the following formats: Jpeg, Tiff, PDF, or AI. Photoshop, InDesign and Microsoft Word files can be accepted. Send electronic files to: admin@irondequoitchamber.org with subject line Discover Irondequoit. Send business cards and hard copy ads to the address below. **Let us know if you need help in making up an ad.*

◆ **Deadline for ads, Discover Irondequoit: Monday, July 16.** **Total Cost for Ad \$ _____**

Please mail form and payment to:

Total enclosed for Booth and/or Ad: \$ _____

**Irondequoit Chamber of Commerce
P.O. Box 67931
Irondequoit, NY 14617**

**Questions? Please call Lee Steinfeldt: 458-5831
or email us at admin@Irondequoitchamber.org
Please do not email ads to any other address.**

An Invitation for Irondequoit Businesses:

**Affordable ads offered in annual
'Discover Irondequoit' Magazine:**

The Irondequoit Chamber of Commerce will distribute our full color Discover Irondequoit Magazine regionally in advance of the annual Business Night Out August 16, 2018, to bring more attention to businesses who take part in this event. Full color space available:

- ***Business Card Ad: \$35***
- ***Quarter Page: \$50***
- ***Half Page: \$75***
- ***Full page, inside: \$125***
- ***Inside front or inside back cover, full page: \$150***
- ***Back cover, \$200***

To purchase an ad: use the Booth Registration/Ad form.

Please see next pages for:

- ***The front cover of the 2017 Discover Irondequoit Magazine for reference.***
- ***Information on ad dimensions***

IRONDEQUOIT CHAMBER OF COMMERCE INVITES YOU TO



Discover IRONDEQUOIT



*Inside!
A Guide to
Our Annual
Business Night Out*

1/4 page

3 1/2 wide
x
4 1/2 high

**1/8 page
(business card)**

3 1/2 wide
x
2 high

Full page, back cover: \$200

**Full page inside front or inside
back cover: \$150**

Inside:

Full page: \$125

Half page: \$75

Quarter page: \$50

Business card: \$35

1/2 page

7 1/2 wide
x
4 1/2 high

Full page

7 1/2 wide x 10 high