

Greater Salem Contractors Association 2021 Member Directory

The Greater Salem Contractors Association is very excited to announce that we will be creating a 2021 Member Directory that will be distributed through newspaper subscriptions throughout the Greater Salem Area. This year has definitely shown that people are looking to make improvements to their properties and it's important for us to get our names in front of them.

The directory will be a 5.5" x 8.5" booklet, a convenient size for people to hold on to. Every member will receive a free listing and have the opportunity to purchase a larger ad. The minimum number of directories being printed is 12,000 with 11,500 being distributed to newspaper subscribers' homes in Salem, Windham, Plaistow and Atkinson. The more ads we

sell, the more directories we can afford to print and distribute, so please keep this in mind when you are thinking about your advertising budget for the year and the impact of what your advertising dollars will be getting you. In the advertising price list you will see the approximate cost per impression. This means that it will cost you that much to be seen per directory and doesn't include online views (we will be posting the directory on the GSCA website and facebook page) or people sharing the directory information with others. This has also been based on 12,000 copies and if we can afford to print and distribute more copies due to ad sales, the price per impression is even less.

Advertising commitments are needed by February 12, 2021 and payment by February 19, 2021, please.

If you have any questions about the directory, advertising and/or distribution, please feel free to contact Sharon at shashaswineclub@gmail.com or call her at 603-234-5401.

Greater Salem Contractors Association 2021 Member Directory Ad Commitment Form

Company Name: _____

Contact: _____

Company Address: _____

Contact Phone Number: _____

Contact Email: _____

Payment Method:

☐ Will Pay \$_____ by Check by February 19, 2021 for my ad

☐ Please charge credit card number _____

Expiration _____ CVV _____ in the amount of \$_____ for my ad.

Advertising Opportunities

I would like to book the following ad for the 2021 GSCA Member Directory

Premier Ad Locations:

Premier ad location availability is limited and will be committed on a first come/first serve basis.

- ☐ Full Back Cover Ad - \$1500
5" wide x 8" tall or 5.5" wide x 8.5" tall Full Bleed
- ☐ Half Page Front Cover Ad - \$995 5" wide x 3.875" tall
- ☐ Half Page Inside Front Cover - \$795 5" wide x 3.875" tall

Ads placed throughout the directory:

- ☐ Full Page Ad - \$995 5" wide x 8" tall
- ☐ Half Page Ad - \$595 5" wide x 3.875" tall
- ☐ Quarter Page Horizontal Ad - \$395 5" wide x 1.8" tall
- ☐ Quarter Page Vertical Ad - \$395 2.375" wide x 3.875" tall
- ☐ Eighth Page Ad - \$250 2.375" wide x 1.8" tall