

2022 Street Map & Resource Guide

Dear Chamber Member:

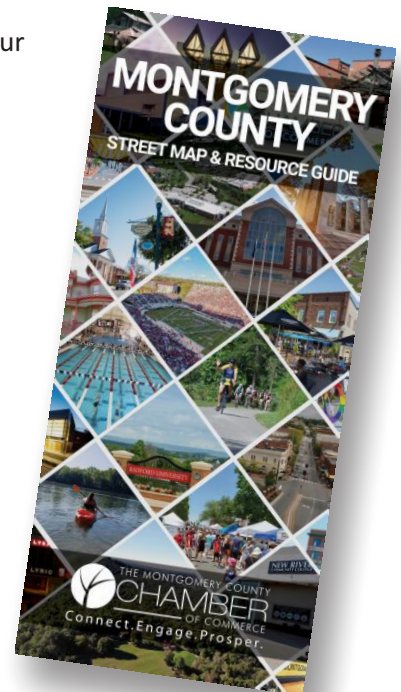
Town Square Publications has purchased Target Marketing's print publishing. As one of the nation's largest, and most trusted chamber of commerce publishers in the industry. Town Square is excited to continue as a trusted partner in the development of The Montgomery County Chamber of Commerce, full-color Street Map and Resource Guide. This publication will be the only official map endorsed and distributed by the Montgomery County Chamber of Commerce.

Accurate, user-friendly maps are a popular item for our thousands of visitors, newcomers to our area, potential commercial relocation candidates and even our lifelong residents.

There will be an opportunity for you to showcase your business by advertising in the Business and Professional Resource Guide of Members on the new map. This is a prime opportunity to promote your business to newcomers. According to a study from the National Association of Home Builders:

- Roughly 40 million people move each year, meaning the average business needs to replace about 20% of its customer base that move away in any given year. (U.S. Census Bureau)
- New homeowners spend more within 6 months than the average consumer spends in 3 years
- New mover expenditures total more than \$150 billion annually
- New movers are 5 times more likely to become your long term customers - if you reach them first.

Business card sized ads will be arranged to highlight local businesses. In addition, advertising space on the back cover and a limited number of interior display panel ads are also available. Participating advertisers will receive a complimentary supply of the folded maps.



Don't miss out on the unique member opportunity to reach potential buyers, new residents and new partners. Space is limited, and sponsorships are reasonable, especially considering more than **10,000** maps will be printed and available for the next 18-24 months.

Act now by filling out the information below and email to marketing@tspubs.com. Remember, the limited space is allocated on a first-response basis. Town Square may be reached at 540-583-6800.

Steve Baffuto

Steve Baffuto
President and CEO

Don't Delay! Fill out this form and email to the Montgomery County Chamber Map Project
~ marketing@tspubs.com ~

_____ **YES, please call on us first about possible prime position options.**

_____ **Yes, we would like to hear more. Please call to provide more information.**

Print Firm Name: _____ Phone: _____

Contact Person: _____