



Member Plus

Co-op Advertising Program

The Board of Directors of the Austin Area Chamber of Commerce is encouraging all members to help the Chamber promote our shop local messages. We are asking members to include Buy Mower/Grow Mower and/or We Are Austin messages in their print, broadcast, Internet and Social Media advertising. And we will help you pay for the cost of your advertising.

- Include a Buy Mower or We Are Austin logo on the sleeve of your company apparel, *We'll Help You Pay for It!*
- Include a Buy Mower or We Are Austin logo on your printed materials (e.g. invoices) *We'll Help You Pay for It!*
- Include a Buy Mower or We Are Austin logo and tagline in print media, *We'll Help You Pay for It!*
- Include a Buy Mower or We Are Austin logo on your billboard or television advertising message, *We'll Help You Pay for It!*
- Include a Buy Mower or We Are Austin message on the donut end of your radio message, *We'll Help You Pay for It!*
- Add a Buy Mower or We Are Austin logo to your website or Facebook page, and we will pay you a bonus of \$25!

***And why not?
These messages are about you and your business!***

Since 2008, Your Chamber has invested over \$80,000 promoting member businesses through the shop local campaign Buy Mower, Grow Mower. In 2015 that message was expanded to feature member business owners and their employees celebrating We Are Austin!

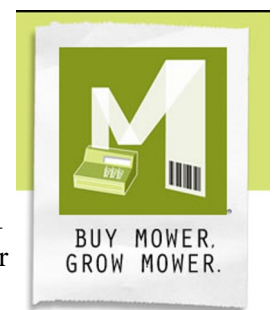
Our goal all along has been to have our members join in promoting these messages. This year, your Board of Directors voted to include a co-op advertising program in our 2016 budget.

**Up to 10% of your advertising cost,
\$500 maximum per member, per year!**

Your Chamber is dedicated to promoting your business and our community. Since Buy Mower launched in 2008, retail sales in Austin have increased over \$50 million. But we continue to lose nearly 40% of projected sales. The benefits of shopping locally—both for products and services— is an important message customers must hear. We need to join together to amplify and multiply our message that “dollars spent here stay here working for our community.”

That’s where you come in. See reverse side for options and details.

Please note that funds available for this cooperative advertising program are limited, and will be utilized on a first-come, first-served basis.





How it Works

Members interested in participating in the cooperative advertising program should submit this completed form along with a copy of the proposed advertising order prior to placement. Staff will advise you whether the advertising qualifies and for what amount. Once the advertising order has been placed, submit a copy of your invoice for payment to the Chamber, 329 North Main, Suite 102, Austin, MN 55912. Please also include a copy of the tearsheet, script or billboard photocopy. Each member approved is eligible for reimbursement of 10 percent of advertising costs or \$500, whichever is less, during the calendar year. The Chamber will supply you with electronic logo images, suitable for print, broadcast or Internet advertising. All members, private and non-profit, are eligible to participate in this program. Only current members in good standing are eligible.

What Qualifies?

- **Newspaper, Shopper** display ads or printed inserts. Ads must contain either the Buy Mower or We Are Austin logo. Suggested taglines include "For Every Local Purchase There Is A Local Purpose" or "Be Loyal. Shop Local. Support Those Who Support Our Community" or "Together, We Are Building a Better Community."
- **Television.** 30 or 60-second commercials qualify. Commercial must visually include Buy Mower or We Are Austin logo at end of message with either verbal or written tagline: "For Every Local Purchase There Is A Local Purpose" or "Be Loyal. Shop Local. Support Those Who Support Our Community" or "Together, We Are Building a Better Community."
- **Radio.** 30 or 60-second commercials qualify. "Donut" or tagline must name "Buy Mower/Grow Mower" or "We Are Austin" along with "For Every Local Purchase There Is A Local Purpose" or "Be Loyal. Shop Local. Support Those Who Support Our Community" or "Together, We Are Building a Better Community."
- **Printed Materials** qualify, including invoices, statements, letterheads, brochures, etc. Buy Mower or We Area Austin logo must be included along with the tagline "Thanks for doing business locally." Professionally printed materials will be considered for a cost-share. Internally produced materials are eligible for a one time **payment of \$50.**
- **Outdoor Advertising.** Rental costs for traditional or digital billboards qualify for this program. Buy Mower or We Are Austin logo must be included, along with one of the approved taglines (above).
- **Wearables & Promotional Items.** Apparel and promotional items purchased through an Austin Area Chamber member qualify. We Are Austin or Buy Mower logo must appear on the chest, sleeve or collar.
- **Digital Advertising.** Social media and website advertising qualify for reimbursement under the same parameters of other media. Logos and taglines must be included. We will also reimburse you for the placement of the Buy Mower and/or We Are Austin logos on your website, **\$25 per logo.**
- **Yellow Page** advertising does not qualify for this program.

**Member Plus Co-op Advertising Program
Authorization Request**

Today's Date _____ Member Organization _____

Authorized by _____ Phone _____ Email _____

Media Name & Description	Start Date	End Date	Estimated Cost
_____	_____	_____	_____
_____	_____	_____	_____

Select the logo(s) you plan to include with this promotion



Please include proof copy or script of your planned advertisement. For digital advertising, please direct us to your website or Facebook page: _____

This ad/activity is approved for _____ By _____

This ad/activity is denied for the following reason(s): _____

