

February 1, 2010



Attention Members!

Promote your business or attraction and the products/services you provide in the **Lake Wales Area Resident & Visitors Guide** – a full-color, community magazine inviting all to:

Discover Lake Wales... the Crown Jewel of the Ridge!

Published initially in the fall of 2007, the magazine has been very popular with area residents and visitors. It was designed to enable a reprint without major updates:

- The magazine's cover – as seen on the attached rate sheet – captures the imagination and encourages readers to explore everything the Lake Wales community has to offer! Magazines will be distributed through the Chamber's Welcome Center over the next two years and posted on our website for online visitors.
- Each magazine will include a special insert – printed in-house and attached as magazines are distributed – featuring an up-to-date listing of our members by category.
- We will continue to use the photographs that were submitted by local photography enthusiasts and featured in the 2007 publication. Each photo will again receive special recognition in the 2010 edition of the magazine.
- We have already reprinted 20,000 copies of our special attractions brochure, which coordinates with this magazine. These brochures are placed at Polk County's Outpost 27, and distributed at local attractions, inviting visitors to stop in Lake Wales to get their free copy of the Lake Wales Area Resident & Visitor Guide.

If you were an advertiser in the 2007 edition, you may re-use your ad – as is – with no extra charges for design or layout and receive a 10% discount on the already low member price. (Because we are not completely redesigning the magazine, we are able to offer ad space at 1/2 the 2007 rates.) Check out your ad in the online version of the magazine at www.lakewaleschamber.com/about.asp or give us a call. We'll be glad to get a copy to you and answer any questions you may have.

If you were not an advertiser in the previous edition, you don't want to miss this great opportunity! Our website had 144,000 online visitors last year. In addition, most of the people who visit the Chamber's Welcome Center – both residents and visitors – leave with a copy of this quality publication. Make sure you're ready to promote your products and/or services as the local economy improves; anticipate the additional visitors Legoland will draw into the Lake Wales area!

Best of all, as a member of the Lake Wales Area Chamber of Commerce, you will enjoy a significant savings over the ad rates charged to non-member advertisers!

But don't delay! Reservations for limited ad space have already begun. Give us a call today. You don't want to miss this opportunity to promote your business to both residents and visitors over the next two years!

Cordially,

A handwritten signature in black ink, appearing to read "Betty Wojcik". The signature is fluid and cursive, with a large initial "B".

Betty Wojcik
Executive Director