

## CAPE & ISLANDS GREEN Level 1 2011- MARKETING VALUE STATEMENT



### IMPRESSION VALUE

Cape & Islands Green Certificate and member identifier (mobile)

Number of Impressions:

100 per day x \$2

Impression Value: \$200 per day

Conserve, reuse & recycling signage

Number of Impressions: 50+ x \$2

(depending on number of signs used)

Impression Value: \$100 per day

(Above numbers based on 50 people per day)

### EDITORIAL VALUE



One-time mention in Cape & Islands Green section of Cape Healing Arts (CHA) Magazine (Distributed to like-minded subscribers) Distribution: 20,000 per issue Editorial Value: \$350

One-time mention in Cape & Islands Green section of **2012 Cape Cod Travel Guide**

Magazine national retailers, Boston concierges, statewide visitor & information centers, Canadian outlets, national & international tradeshows, local accommodations & rental homes. Off-Cape distribution makes it a critical tool to attract visitors - while on-Cape distribution drives visitors business when they arrive Distribution 200,000 (pick up rate exceeds 400,000) Editorial Value \$1,925 (based on value of 1/6 pg ad)

Pre-written press releases for business to promote themselves in their local media  
Editorial Value: \$329.00 (based on 1/8 pg – 3 column inches)

Brand Marketing (marketing as a green destination) by the **Cape Cod Chamber of Commerce** through:

30 Major Travel Trade Shows including American Bus Association, National Tour Association, US Travel International Trade Conference, Discover New England International Summit Totaling over 50,000 participants

Value: \$2,000 (based on brochure participation rates)

One-time mention in Cape Cod Chamber's Consumer e-newsletter 25,000 subscribers Editorial Value \$200

Cape Cod Chamber Visitor Websites (over 1.5million unique visitors)

Value: \$425

(based on cost of standard listing)

Social Marketing outlets including Facebook (over 50,000 friends) and Twitter Value: \$150

(based on purchase of Facebook Advertising)

Press releases and interviews by regional and national media outlets

Value: Approx \$300 per

Cape Cod Chamber member e-newsletter (over 2,500 businesses) Value \$250

One-time mention on Cape Cod Chamber Member to Member Website (1,400 members) Value: \$250