

## YOUR MEMBERSHIP BENEFITS

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### Visitors Guide & Website Listing

Each year the EMVB publishes and distributes 150,000 copies of its annual visitors guide. As a bureau member, your business name, location address, phone numbers, and website address will be listed in this publication at no charge. You will have the option of purchasing descriptive words and a photo to go with your listing, or list under more than one category. A visitors guide listing packet would be sent to you during the summer for the next year's publication. The guide goes to print in November and are distributed by Jan. 1 of each year. Your visitors guide listing will be mirrored on the EMVB website, [www.endlessmountains.org](http://www.endlessmountains.org). You will also get a direct link from our site to yours, as well as the opportunity to post any package deals or special events you may have going on, and to place up to three photos next to your listing at a cost of \$10 for each photo.

### Brochure Distribution & Leads/Referrals

We will distribute your brochure throughout the Endless Mountains Region in our brochure racks, and at our visitors center in Tunkhannock. You can also purchase space at PennDOT Rest Areas (PA on Display) for a fee, or for free at PennDOT Welcome Centers. We also take member brochures to travel shows and other fairs and festivals.

The EMVB receives many literature requests through advertising, travel shows, press releases, and guests visiting the area and our website. Those requesting information are given the current visitors guide, calendar of events, along with member brochures that apply specifically to what is asked for.

### Calendar of Events

If you have an event or open house that you would like to promote, you can list it for free in our Calendar of Events brochure. There are two—a fall/winter brochure which covers events from September through April, and a spring/summer brochure which covers events from April through September. You can sponsor a calendar if you would like. By doing this, your name and logo is placed on the front of the brochure and you get a business card size ad on the back panel. Plus, your event(s) listed in the calendar are printed in color instead of black and white. All events in our calendars appear on our website's online calendar.

### Press Releases

We can help promote your special event or accomplishment with a press release distributed through our office to the media in and around the Endless Mountains. You can provide us with the written release, or we can write it for you with information you supply.

### Co-operative Advertising

Discounted advertising in *Happenings Magazine* and the *Pennsylvania State Visitors Guide* as well as other publications is available to all our members. We are always looking for suggestions of new and exciting publications we should start offering co-op opportunities!

### Facebook & Twitter Set-up and Promotion

Social Media is a vital avenue for promoting your business, and the Endless Mountains Visitors Bureau is here to help you get started and keep your name in these social outlets. Our staff will help you set up your own Facebook and Twitter accounts and educate you on how to keep them going on a regular basis. We also have Facebook and Twitter accounts and use this media to mention our members and things going on in the Endless Mountains. Once a member, be sure to take advantage of this and let us know what we can "tweet" and mention in our "status" about you!

### Publication Proofing & Critiquing

Before you get your brochure printed, or run an ad, or send out a newsletter, let us look it over. Sometimes it takes an outsider to see something you may have missed—that outsider is us!

### Route 6

As a member of the bureau, you will be listed free on the PA Route 6 Alliance (formerly Route 6 Tourist Association) website. You will also have the opportunity to be in other Route 6 marketing projects.

