



Dear AACC Member:

The Allendale Area Chamber of Commerce (AACC) would like to offer you another means of advertising in the community. We would like to introduce the "Shop Allendale First Coupon Pack". These will be similar in design to Val-Pak. Each "Shop Allendale First Coupon Pack" will contain 20 coupons (2.75 x 8.5) cut individually. The coupons will be printed in black ink on a variety of colored paper. The coupons will be mailed out to every Allendale residence (approx. 5800), which does include GVSU off-campus housing. The envelope will be printed with the AACC return address and "Shop Allendale First Coupons" printed on the reverse side of the envelope.

This advertising opportunity will be distributed during the 3rd week of each month as an insert via the Advance Newspaper. Keep in mind, 'The Announcer' is distributed the first Tuesday of each month, so this will be yet another way to get your business name in front of prospective customers on a biweekly basis. This coupon will be a great way to track your advertising. We would appreciate you sharing your experience with us for further marketing of this new advertising tool.

Participants – AACC Members only

Cost - \$150.00 per month must be paid prior to distribution

Deadline - your coupon must be designed using the template provided by the AACC, and must be turned in by the 26th of each month via email.

If you are interested in participating in this coupon pack, please send me an email so that I can respond to your email, attaching the template for your coupon. This is limited to 20 coupons only per month, so please be sure to contact me right away.

Regards,

Amy J Millard

Executive Director

Allendale Area Chamber of Commerce

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