

JOHNSON CITY TEXAS CHAMBER OF COMMERCE

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CHAMBER WEB SITE GENERAL POLICIES

Updated 01-11-08

GENERAL:

The Johnson City Chamber of Commerce offers web site exposure to both Chamber members and non-members. Below are the general web site policies for the Johnson City Chamber of Commerce web site.

For examples of formatting, suitable business listings and descriptive categories, please review the www.JohnsonCityTexasChamber.com web site.

To request a listing on the Chamber web site, complete the Web Site Listing Request Form (available on the Chamber web site), including the exact wording desired in your web listing. Do not assume the Chamber will spell check your listing request or know your special words.

The Chamber reserves the right to edit and reject business listings, event listings and advertisements. Inappropriate subjects, words, images, and implications are not allowed.

Business/personal name must be actual, legal names used.

Listing and advertising fees must be paid in advance. Paid fees will not be refunded. If the Chamber becomes aware that a lister or advertiser has gone out of business, the listing and ad will be removed from the Chamber web site. Refunds are not provided for periods when the Chamber web site may not be operational.

Image size is stated relative to being displayed on a typical computer monitor with a resolution setting at 72 dpi, and the resulting image size in inches is approximate.

All web policies are subject to adjustment to meet the purpose of the Chamber and the Chamber web site.

BUSINESS LISTINGS:

Non-Members:

Non-members are provided one free, plain listing (including one business name, accompanied by one address, one phone number, black non-bold font, listing in one descriptive category, plus one listing in our alphabetical directory. The listing will not include: tag line, logo, description, email link, or web link).

Plain listings in additional descriptive categories can be purchased for \$60/yr.

Non-members must be physically located in the greater Johnson City area (north half of Blanco County) to obtain a free listing.

Enhanced listings are not available to non-members.

Members and Affiliates: (Note, an "affiliate" is an additional business of a paid primary Chamber membership, with a paid membership for the affiliate at the price stated in our policies).

A benefit of Chamber membership for members and affiliates is a free enhanced business listing in multiple descriptive categories, plus the same listing in our alphabetical directory.

Additional enhanced business listings may be purchased by members and affiliates for \$60/yr (additional plain listings are free).

An Enhanced Business Listing includes:

Member name in bold font.

One Slogan or Tag line (60 characters maximum, including spaces and numbers, black color).

Up to 150 words in the description section.

Choice of up to 4 descriptive categories to be listed under, in addition to the alphabetical listing, at no additional charge. Each additional category is \$30/yr.

Certain data fields can be included (ex., tag, description, address, phone, email, web address).

Multiple phone numbers allowed (one each): office, fax, cell, plus 1 other. Each additional phone number is \$10/yr.

Postal and physical addresses allowed: 1 each at no additional charge. Each additional address is \$15/yr.

Email links allowed: up to 2 at no additional charge. Each additional link is \$20/yr.

Web links allowed: up to 2 at no additional charge. Each additional link is \$30/yr.

Digital logo/image: One image allowed. The image must be the same on all listings from same membership, approximately 1" W x 1" H. The Chamber may adjust the size to match the listing requirements. The first logo/image is \$50/yr and additional images are \$30/yr. The image must be supplied to us in jpg format.

The Chamber may have a design service available to custom develop your logo/image at a price to be quoted. Please call regarding needs and availability.

The Chamber cannot protect your image from being copied.

An advertisement image may contain web and email addresses but the Chamber cannot make them active hyperlinks from within the image. The Chamber can make the entire image a hyperlink of either kind (email or web address).

CALENDAR EVENT LISTINGS:

Anyone may submit event listings, but they must be suitable for the Johnson City area to be considered further.

The Chamber will select, edit, and re-format event listings to fit the purpose of the Chamber web site and the Chamber.

Event listings must be oriented primarily to shopping, commerce, economic development, entertainment and tourism. Event listings for local government/civic/social meetings will be considered if they contribute to the goals of the Chamber.

There is no charge for event listings whether submitted by members or non-members.

A digital logo/image is allowed, with same terms as stated above for member listing logos.

ADVERTISEMENTS ON CHAMBER WEB SITE:

See separate policy statement.