



*The* SUN TIMES NEWS

# CHAMBER OF COMMERCE PACKAGES

## ■ BENEFITS FOR THE CHAMBER

### Ongoing Visibility & Digital Partnership

- A live, permanent link on The Sun Times News website directing readers to the Chamber's website or member directory
- Space in both digital and print for Chamber Events
- 20% discount for Chamber of Commerce Event ads

## ■ BENEFITS FOR THE CHAMBER MEMBERS

### TRUiC Resources Available to Members

TRUiC (The Really Useful Information Company) is a local media and tech company that has helped over 250,000 entrepreneurs across the country start, run, and grow their businesses. Their educational videos, websites, AI-powered tools, and exclusive service deals are all available to chamber members for free. Visit [truic.com](http://truic.com) to learn more.

### One-Time Chamber-Exclusive Insert Card Offer (40% discount rate)

- A high-impact postcard printed and distributed directly inside the newspaper
- Creates added visibility, stands out from standard ads, and is designed to be saved for future reference

#### Member Benefit:

- Heavily discounted one-time-only introductory rate available once per business
- Future insert card runs move to standard pricing, still discounted due to our printer partnerships

### Discounts on One-Off Advertising

- 15% reduced rates on single-run ads
- Ideal for:
  - Events
  - Seasonal promotions
  - Grand openings
  - Announcements

### Opportunity for Editorial Visibility

- Eligibility for the monthly Chamber Member Spotlight
- 250–400 word interview with a photo
- Appears as content, not an ad

## **Special Edition Early Access/Member Only Access**

- Priority access to Special Edition signups and content features

## **The Sun Times News 2026 Special Edition Community Resource**

### **February: Local Night Out**

Serves residents looking for dining and entertainment ideas while highlighting restaurants, cafés, bars, breweries, and local venues that want to attract winter traffic.

### **March: Kids Ads**

Celebrates creativity and community involvement while providing space for families, kid-run ads, and family-focused businesses to connect with local readers.

### **April: Home Improvement**

Supports homeowners planning spring projects and features contractors, trades, landscapers, and home service providers ready for the busy season.

### **May: Family Life**

Connects families with trusted local resources while showcasing childcare providers, healthcare offices, wellness services, and family-oriented businesses.

### **June: Wedding, Graduation, and Celebration**

Helps families plan milestone moments and highlights venues, photographers, florists, bakers, event services, and gift providers.

### **July: Explore Michigan**

Inhouse Special Edition

### **August: Back to School**

Supports families preparing for a new school year and features tutors, enrichment programs, pediatric services, and kid-focused retailers.

### **September: Spirit Pages**

Builds school and community pride while providing visibility for valued community sponsors.

### **October: Fall Fun Time**

Guides families through seasonal activities and highlights farms, festivals, events, bakeries, and fall-themed attractions.

### **November: Local Shopping Guide**

Encourages intentional local shopping and features small businesses, retailers, makers, and service providers during the holiday shopping season.

### **December: Holiday Events, Services, and Activities**

Serves as a trusted community reference for the season while highlighting churches, nonprofits, event organizers, and local service organizations.

*For questions or more information, contact Ashley Damm*

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