




31 Chestnut Street, Cooperstown, NY 13326  
(607) 547-6015 Fax: (607) 547-6006  
[www.cooperstownchamber.org](http://www.cooperstownchamber.org)

## Promote your business through Video at CooperstownChamber.org!

### **Cooperstown Chamber of Commerce and 4U Video Internet Productions Now Enrolling for Spring Filming Dates – Limited Space Available, Register Today!**

As many in the marketing world know, the internet community is very selective about where they spend their time. Websites compete with each other to maintain their traffic and viewers often spend less than one minute determining whether or not you have the information they are looking for. Statistically, however, the use of video keeps people at a website for longer period of time, as most people will stay long enough to watch a video message to completion, and then are more likely to take time to look further at the information you provide.

Our video program provides both quality and value for our members. Businesses have a choice of either a 30 or 60 second commercial filmed on location in high definition. Videos are placed on the Chamber of Commerce website, on YouTube, and made available for your website. A version formatted for TV broadcast can also be made available upon request.

At the Cooperstown Chamber of Commerce Website, your businesses video will be broadcast from a dedicated video page (linked from main header bar) which houses all videos collectively. In addition, a video link button  will be placed next to each of your member listings. Your video will also be placed on a stand-alone page that reflects the look of your business website so that you can direct visitors to that page any time you are promoting your business (just include the page link).

To enroll today, complete and return the form below with payment to Cooperstown Chamber of Commerce, 31 Chestnut Street, Cooperstown, NY 13326. Call (607)547-9571 if you should have any questions!

#### Spring 2010 Video Filming Dates

#### Registration Form

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Website Address: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Other Phone: \_\_\_\_\_

#### **Premium 60-second Video Program**

\_\_\_\_\_ Filming on Wednesday, March 24

(Indoor Businesses) **\$350 enclosed** + \$325 annual subscription, invoiced when live.

\_\_\_\_\_ Filming on Wednesday, June 9

(Outdoor Businesses) **\$350 enclosed** + \$325 annual subscription, invoiced when live.

#### **Premium 30-second Video Program:**

\_\_\_\_\_ Filming on Wednesday, March 24

(Outdoor Businesses) **\$200 enclosed** + \$175 annual subscription, invoiced when live.

\_\_\_\_\_ Filming on Wednesday, June 9

(Outdoor Businesses) **\$200 enclosed** + \$175 annual subscription, invoiced when video goes live.

*(The subscription year is calculated from date video goes live online)*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_