

Message from Claire Roybal < [claire@losalamos.org](mailto:claire@losalamos.org) >, Los Alamos Chamber of Commerce...

Dear Mandy,

Are you looking for meaningful ways to connect with the community? We at the Los Alamos Chamber of Commerce want to give you everything you need to make it happen. Now is the time to sign up for 2011 CommunityMatters initiative.

Now is the time to sign up to participate in the Los Alamos Chamber's CommunityMatters initiative for 2010-2011. By participating, you will support this important initiative to strengthen the connection between our members and the community. CommunityMatters was undertaken late in fall 2007. We think it has had a very positive effect in the community.

When you join, you will automatically get special deals on advertising, like a free 1/8-page monthly ad in *The Essence of Los Alamos* and *White Rock*, and special rates for ads at the Reel Deal or Comcast (see Katy Korkos for details).

It is published six times a year and each issue is available for two months at more than 30 locations. People don't just read it; they pass it along to their friends! When we recently surveyed residents of Los Alamos and White Rock, 56% said that they have read *The Essence*. 77% of those readers said that they held onto it to read it later or to share it with others, and 70% of those readers said they would like to see it continue. Anticipated features and goals for 2010-2011 are listed above.

**Do you want your ad to be in the most eye-catching location?** In 2011, the inside front cover, the inside back cover and the back covers of *The Essence* will be available for full-page ads. You get to use the whole page, for the entire year, for only \$3,000. Call me at 661-4836 to claim your spot today!

To take full advantage of the monthly ads, sign up for CommunityMatters before November 15<sup>th</sup>. The \$250 participation fee includes the 1/8<sup>th</sup> page ad, and other ongoing projects that provide you with community feedback and exposure. Attached you will find the Media Kit for this Year's CommunityMatters initiative.

Sign up by calling me at 661-4836, or email me at [Claire@losalamos.org](mailto:Claire@losalamos.org).

Sincerely,

Claire Roybal  
Essence Ads Coordinator

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