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Member Benefits	Premier Plus	Premier	Basic
Brochure/Rack Card Space in Welcome Center			
Posters in Downtown Kiosks and Ads on Welcome Center Screens			
Discounted Advertising			
Gift Certificate Program			
Email Marketing and Blog Mentions			
Referrals, Event Participation and Sponsorship Opportunities			
Website Listing			
Social Media			X
Enhanced Website Listing (including gallery & events)			X
Radio Spot and Weekly Mentions		X	X
Member Feature Email Blasts		X	X

Member Benefit **DESCRIPTIONS**

Brochure Space in the Welcome Center

Promote your business through your brochures and rack cards at the Welcome Center. The Welcome Center is open 7 days a week Memorial Day – Labor Day and 6 days a week after Labor Day – late May. Annually, 20,000+ visitors came into our downtown St. Joseph location, making it an ideal place to display your business' literature.

Downtown Kiosks and Welcome Center Screens

SJT manages 5 kiosks situated prominently in the downtown business district and near the entrance of Silver Beach. Members provide posters for these kiosks and the Welcome Center board; posters are rotated according to timeliness and submission date. For the Welcome Center screen, a JPEG of the poster is required.

Discounted Advertising

New members can take advantage of discounts in several local and regional publications, including The Herald-Palladium and MailMax.

Gift Certificate Program

SJT members are automatically enrolled in the St. Joseph Today Gift Certificate Program. Certificates work just like a check, so no hassle or additional equipment required. Members retain 100% of the profit earned from gift certificates redeemed at the store.

Email Marketing and Blog Mentions

Share your events with the SJT team and you may be featured in our bi-monthly "Talk of the Town" email and website blog. Members of SJT include private practices, service-based companies, small businesses and local nonprofits. Please send event or offer details to carly@stjoetoday.com.

Member Benefit **DESCRIPTIONS** continued

Referrals, Event Participation and Sponsorship

Member referrals are given when responding to in-person requests at the Welcome Center (20,000+ visitors annually) and phone/web-based inquiries. SJT also hosted multiple events, bringing business into the area and showcasing our members with opportunities like Chalk the Block and Ice Fest. For sponsorship opportunities, contact please contact amy@stjoetoday.com.

Social Media

Premier and Premier Plus members have the social media support and promotion of SJT, including Facebook (25k+ likes) and Instagram (5k+ followers). Posts about events, offers, new items and updates can reach new customers and engaged audience quickly. These posts increase visibility for members' social platforms and websites. Premier Plus members receive 2 Instagram features per year. Email carly@stjoetoday.com for info.

Website Listing and Enhanced Listing including Gallery & Events

All members have a member listing on stjoetoday.com, including the ability to post events. Premier and Premier Plus members can even add photos to their page.

Radio Spot and Weekly Mention

Premier Plus members are offered 1 highlight/guest appearance per calendar year on the WOW Factor on 94.9 WSJM (Thursdays at 8:10am), over \$200 value. In addition to this promotion, Premier Plus members receive event mentions on 98.3 The Coast and 94.9 WSJM.

Member Feature Email Blasts (3/year, tailored to member needs)

SJT maintains an email list of visitors and residents. Premier Plus members receive access to this list 3 times per year for business-specific email blast newsletters, reaching out to new seasonal clients and marketing to year-round residents. E-Blasts are scheduled on a first-come, first-serve basis. We ask that you do not use more than 2 e-blasts per month. Please reach out to carly@stjoetoday.com to schedule.